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HIP-HOP STAR
ON POPPING
BOTTLES &
LOOKING TRENDY
FASHION
UFC's Conor McGregor
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THE FRAGRANCE AWARDS
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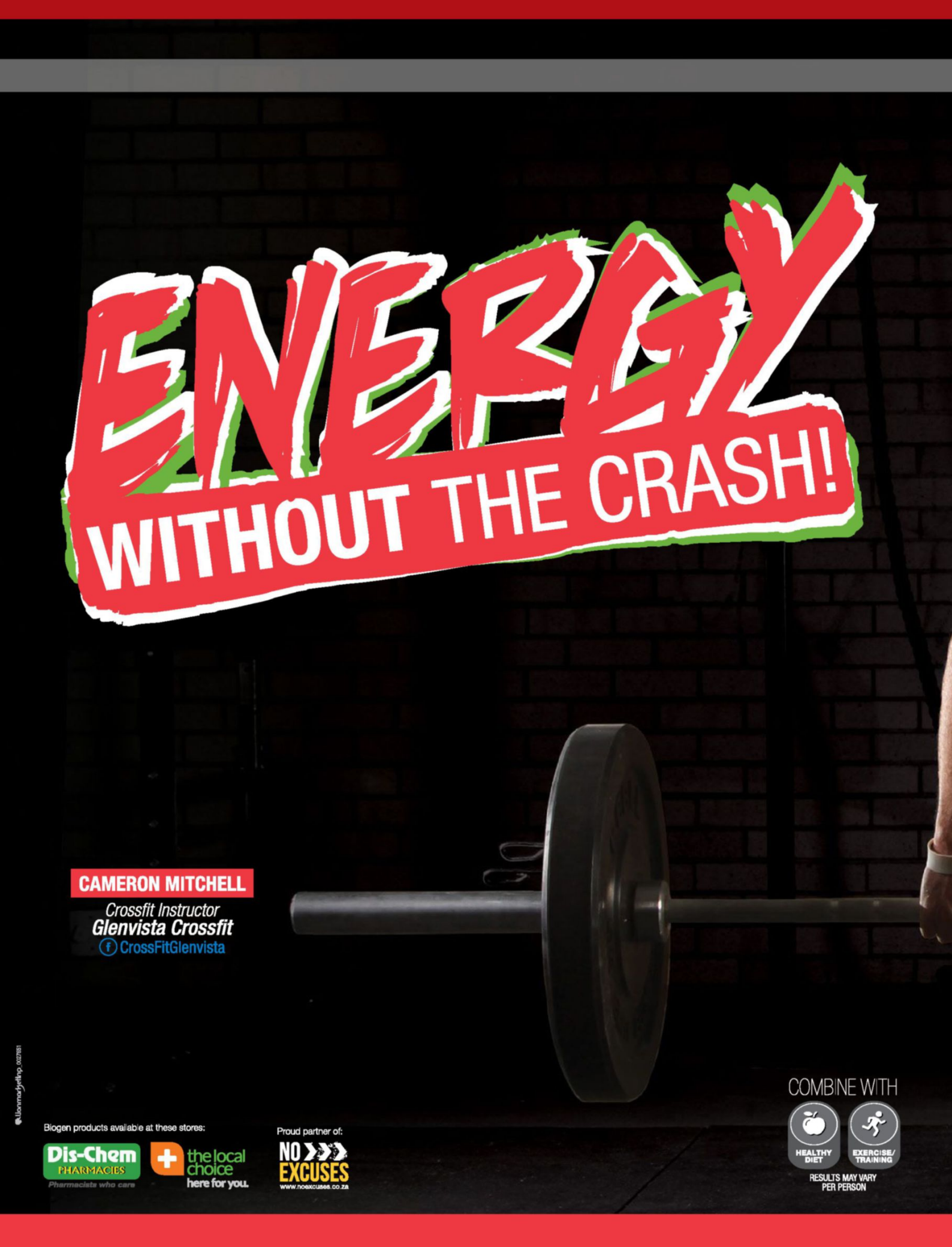
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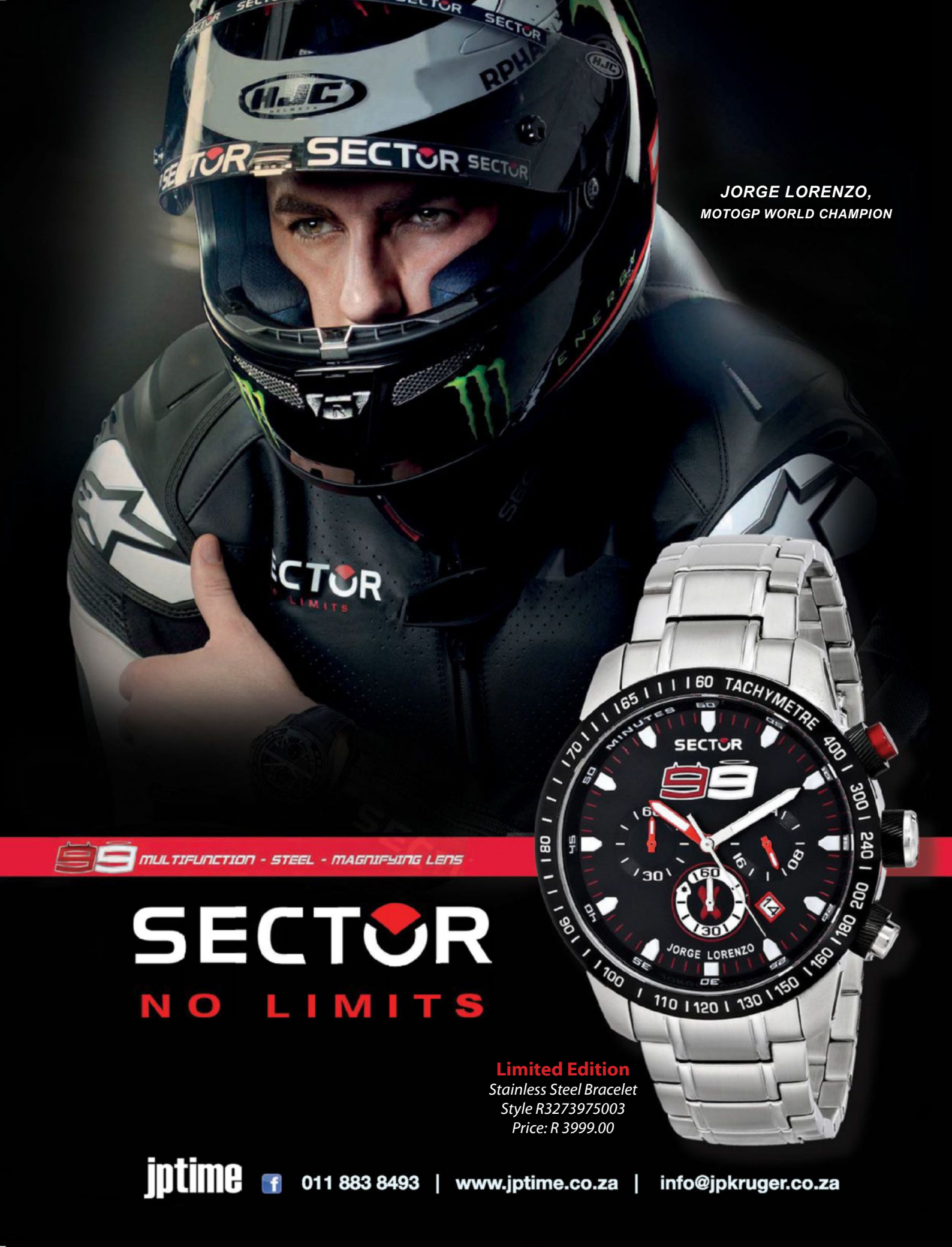
58 CONOR MCGREGOR THE TRASH-TALKING UFC CONTENDER TAKES A STYLISH DETOUR 66 BASS DESIRES CUTTING-EDGE SOUND SYSTEMS THAT PACK A FLAWLESS PUNCH 70 K. NAOMI THE GORGEOUS ENTERTAINER AND ENTREPRENEUR BARES ALL 72 TREBLE TROUBLE WE TURN UP WITH RAPPER DA L.E.S 80 THE CHILDREN'S LIBERATION ARMY INSIDE THE VIGILANTE CREW WORKING TO END CHILD SEX TRAFFICKING 88 SEEING DOUBLE TAKE ON ANY BOARDROOM WITH THESE OUTFIT COMBOS 94 THE 5TH ELEMENT WE GET CANDID WITH 5FM'S DJ WARRAS AND TUMI VOSTER

On the Female Cover
photography by Brian B Hayes

On the Male Cover
courtesy of United International Pictures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THE NOISE ISSUE

by DIRK STEENEKAMP

Isn't it strange? As soon as you get into an elevator, there's a somewhat deafening silence that fills the room. Even if you are next to someone you've known for donkey's ears, talking just feels awkward. Then, of course, there is that dodgy elevator music filling the silence. As soon as the doors open, the hustle and bustle ensues, and everyone goes about their day as they were before. It's in everything we do, around us all day... NOISE. That's why we have dedicated this issue of ***Maxim*** to exactly that. Whether it's the sounds coming from the Ferrari 488 GTB's exhaust as you gear down (page 30), or the fresh beats Da L.E.S is dropping on your iPod while you're training, you cannot escape it. Everyone is excited about the soon-to-be-on-our-screens *Ted 2*, so we have a look at some of his greatest moments. There is one workout that, so far, seems to have personal trainers and, really, any logic baffled, Cory Gregory's Squat Every Day (page 40). After doing it for a month, I report back that it's by far the most challenging routine I've ever done, and everyone should do it. There are a few fighters who have garnered more interest in a fight than Conor McGregor (page 58). It's certainly the first time a challenger has come into a fight with this much hype, and so we caught up with the Irishman before his date with destiny. And we have a lot more, from Jack Parow, to a music streaming service rounding up the NOISE. Enjoy this issue.

Go out and live #ThisMaximLife.

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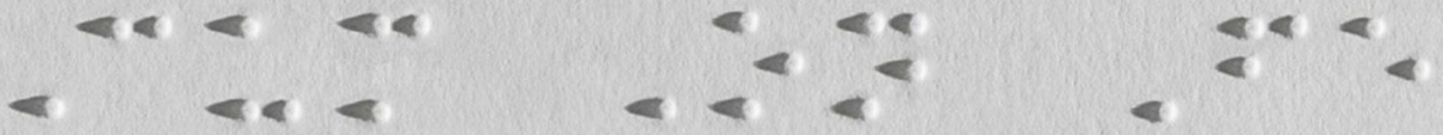
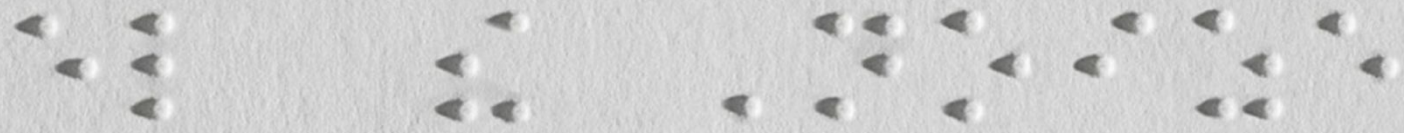
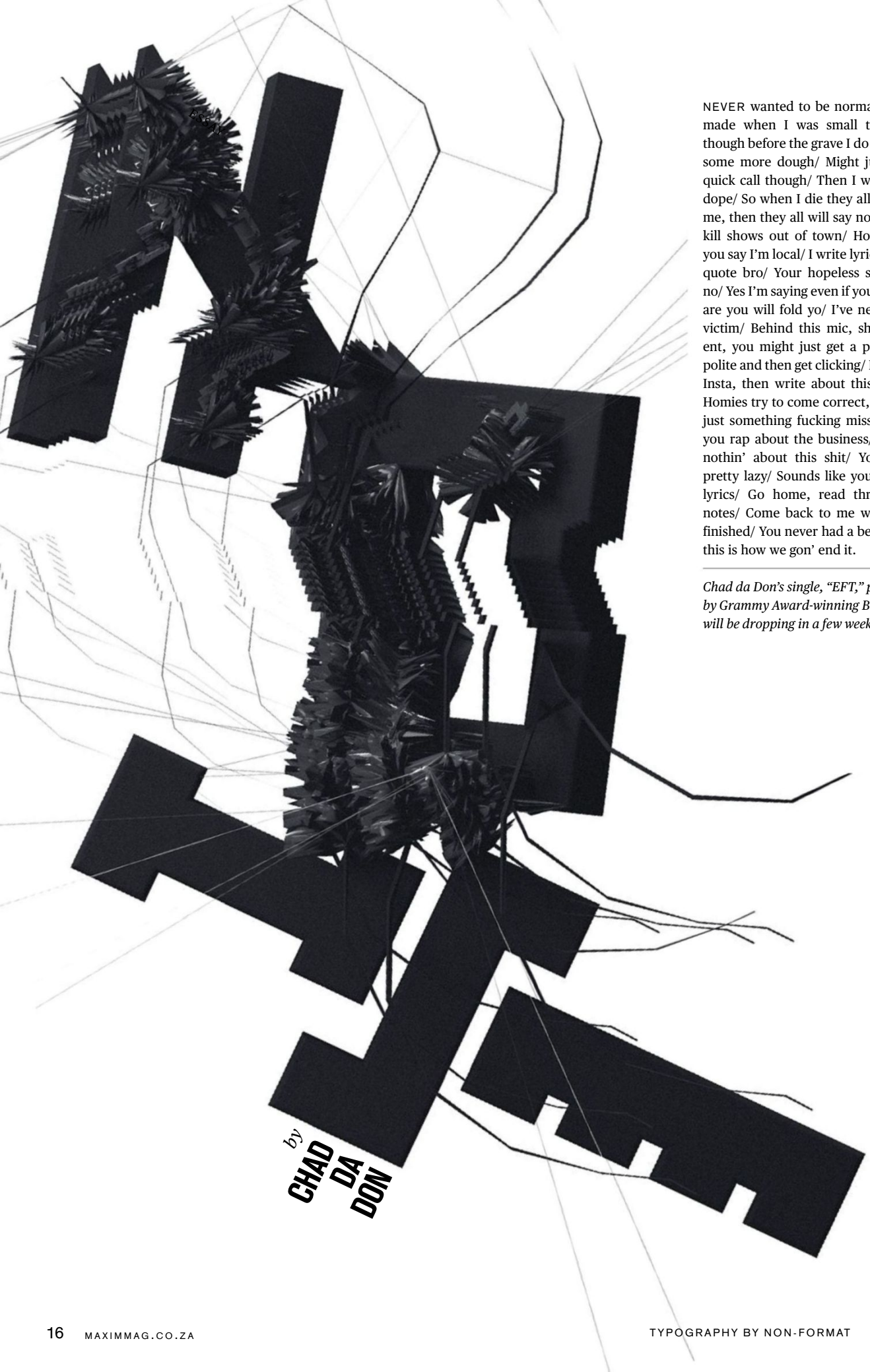




TRANSLATION: CUM ON FEEL THE NOIZE



NEVER wanted to be normal/ Choice I made when I was small though/ Although before the grave I do need to get some more dough/ Might just make a quick call though/ Then I will be more dope/ So when I die they all remember me, then they all will say no don't go/ I kill shows out of town/ How the fuck you say I'm local/ I write lyrics that they quote bro/ Your hopeless soul's a no-no/ Yes I'm saying even if you tried odds are you will fold yo/ I've never been a victim/ Behind this mic, shit is different, you might just get a picture/ Ask polite and then get clicking/ Put it up on Insta, then write about this ambition/ Homies try to come correct, but there's just something fucking missin'/ 'Cause you rap about the business/ But know nothin' about this shit/ Your flow is pretty lazy/ Sounds like you forgot the lyrics/ Go home, read through your notes/ Come back to me when you're finished/ You never had a beginning, so this is how we gon' end it.

Chad da Don's single, "EFT," produced by Grammy Award-winning Brian Soko, will be dropping in a few weeks.

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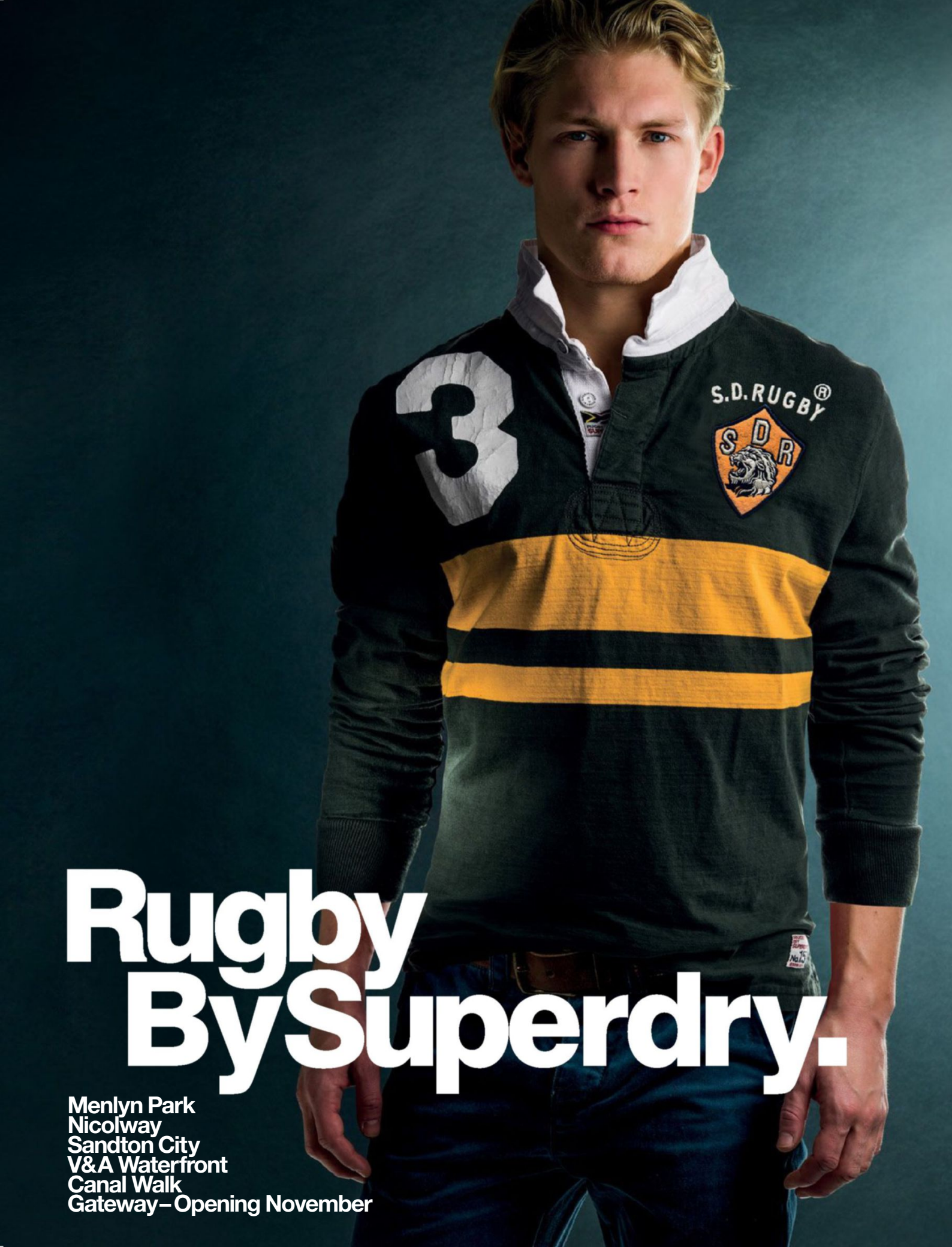

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MY FAVOURITE DRINK

A DEER FRIEND

AFRIKAANS RAPPER JACK PAROW EXPLAINS THE MEDICINAL PURPOSES OF JÄGERMEISTER, AND JUST HOW IT'S INFLUENCED SOME OF HIS CRAZIEST WORK.

MY FAVOURITE DRINK is Jägermeister, for many reasons. Firstly, it will get you well drunk, and at the same time, it was allegedly used as a medicine for something. Who knows for what.

But, ja! It must be good for you if doctors prescribed it like Panado. So, it's not only JP's choice, it's also the GP's choice.

I also got pretty dik from drinking a lot of brandy and Coke (my previous favourite), I had to find something else, 'cause Coke is heavy. But Jägermeister also helped me through the transition, seeing as it looks like tiny brandy and Cokes. So, overall, Jägermeister is really flippin' kief. It gives you power on stage, and you party off. So, drink it. Don't be a doos. Also, the bottle looks cool, and it's nice and heavy if you get in a fight. It is also really nice with Red Bull, if you really want to fok uit.

I even did this next-level animated video, "Fok Fokkity Fok," with my chommie Dirt Nasty, and Jäger Stag. It was dik next level, and you can go watch it on the YouTubes. Now, Dirt Nasty is sommer coming to South Africa for a tour just to party with Jäger Stag again.

My mascot, the ParowTrooper, runs around with a massive bottle of Jäger on stage while I play, and he throws it all over people, and sometimes, in their mouths... but his aim is kak.

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IT GIRL

ALICE UNCHAINED

DOWN UNDER DJ ALISON WONDERLAND IS THE MUSIC WORLD'S UNSTOPPABLE GOLDEN GIRL.

"IT'S JUST A DJ NAME. PEOPLE ALWAYS WANT ME TO GIVE THEM SOME BULLSHIT ANSWER ABOUT LOVING DISNEY."

ALEX SCHOLLER, AN AUSTRALIAN DJ, was getting steady work playing graveyard shifts in Australia's Sydney nightclubs, often to just a handful of patrons, when a promoter called her with a proposition. He had a prime-time slot to offer, but only if she came up with a stage name to go on the poster. She had five minutes.

With that, Scholler, who Diplo recently called one of the best DJs Down Under, stepped through the looking glass, and became Alison Wonderland. "It's just a DJ name. People always want me to give them some bullshit answer about loving Disney," she says with a laugh.

EDM is now the most lucrative genre in the world. But if Wonderland is eyeing that R5-million headliner gig at Hakkasan, a top nightclub where she will be playing, she doesn't let on. Last year, she declined to do a regular tour, opting instead to throw a series of secret warehouse parties around Australia. "In three days, I sold 10 000 tickets," she recalls, "And then, the fact that all these people actually showed up was the craziest thing to me."

She's not just being coy. A few years ago, Wonderland walked away from a promising career as a cellist in a symphony orchestra, turning to EDM as a bedroom hobby, a way to get her "music fix" while she figured out her next step. Becoming a globe-trotting, electropop party monster wasn't part of the plan, but her ascent from the bedroom, to the big stage was quicker than most. "When I'm interested in something, I tend to hyperfocus on it," she says.

If Wonderland's debut album, which dropped in April, bears any traces of her background as a classically trained musician, they're impossible to detect with an untrained ear. But her ability to structure a song that can make a person's face melt right off their skull is all too evident.

As for her influences, she mentions Outkast, Beastie Boys, and James Murphy. "DJ-wise, I don't really have any," she says, "But I always go back to DJ AM, and his Elton mixes. The music is so intelligent and eclectic, you always get surprised by where he takes you."

This being the year Wonderland goes global, there will certainly be no shortage of surprises to come. —ADAM LINEHAN

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STRANGE MAGIC

FOR THE CURRENT QUEENS OF POP ECCENTRICITY, **SIA, FKA TWIGS,** AND **BJÖRK,** THE ARTSY-ODDBALL ROUTINE IS MORE THAN JUST A STYLE. IT'S A STRATEGY.

WOMEN IN the music industry have been playing the "weird" card since, well, before Lady Gaga donned her meat dress (Stevie Nicks and Kate Bush come to mind?), and for good reason! It forces listeners to move beyond the sex appeal of the typical pop chanteuse, and actually hear the songs. Here's how three of our current favourites stack up. –CHRIS WILSON

"I'M SENSITIVE, AND GET EASILY UPSET AND INSULTED."

"LONELINESS IS SELF-INDULGENT. THERE'S ALWAYS SOMETHING TO DO WHEN YOU'RE ALONE."

"I'M A FOUNTAIN OF BLOOD. IN THE SHAPE OF A GIRL."

BJÖRK
Björk Gudmundsdóttir

SIGNATURE SONG
"Human Behaviour," a Michel Gondry–directed video, which featured giant teddy bears.

ADORABLY ODD MOMENT
Too many to count, but wearing a stuffed swan to the 2011 Oscars is denitely up there.

COOL COLLABORATORS
She nurtured the careers of Inuit throat singer Tanya Tagaq, and Finnish multimedia artist Heidi Kilpelainen.

VOCAL STYLE
She can soar from an Icelandic baby talk, to a celestial bellow capable of grinding eardrums into dried fish.

EXTRA CREDIT
She aired "Stonemilker" on Oculus Rift.

SIA
Sia Kate Isobelle Furler

SIGNATURE SONG
"Chandelier," an electropop anthem turned monster YouTube smash.

ADORABLY ODD MOMENT
She appeared on the cover of *Billboard* with a paper bag over her head.

COOL COLLABORATORS
She wrote and produced for Rihanna, Beyoncé, Britney, and Christina. She sang on Kanye's "Wolves," and cast Shia LaBeouf in the bizarre "Elastic Heart" video.

VOCAL STYLE
Rihanna-esque pop, a stunningly expressive, two-octave-plus diva range.

EXTRA CREDIT
Supporter of the Beagle Freedom Project. She also owns a three-legged mutt named Lick Lick Science.

FKA TWIGS
Tahliah Barnett

SIGNATURE SONG
"Two Weeks," a skittering, sultry, space-age slow jam.

ADORABLY ODD MOMENT
Revealed she was dubbed "Twigs," because of how loudly her joints cracked when she danced.

COOL COLLABORATORS
Recorded with R&B duo Inc., and rapper Lucki Eck$. Backup dancer for Kylie Minogue, Ed Sheeran, and Jessie J.

VOCAL STYLE
An ethereal bedroom whisper erupts into orgasmic, alt-R&B weirdness.

EXTRA CREDIT
She directed a video for a London dance crew called Wet Wipez, and she's romantically linked to *Twilight* dude Robert Pattinson.

SEVENFRIDAY

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POUR HOMME

THE SCENT OF A MAN CAN LEAVE A LASTING IMPRESSION, SO BE SURE TO MAKE A GOOD ONE WITH ONE OF THESE PHENOMENAL WINTER FRAGRANCES.

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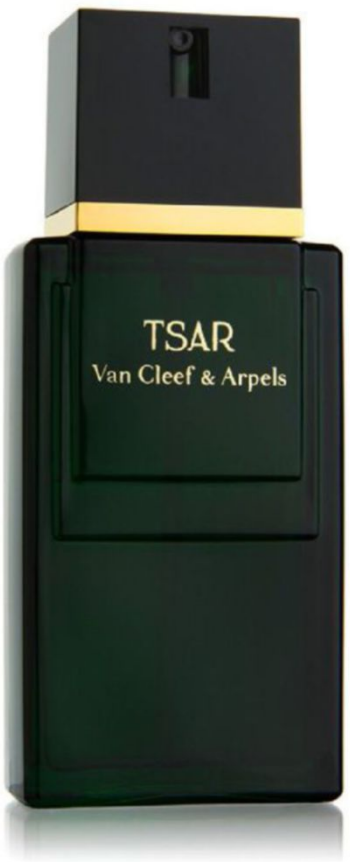

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11.

BY GREG FORBES

1. Jean Paul Gaultier Le Male
Size: 125ml
Price: R935
Stockist: Red Square

2. Hermes Voyage d'Hermes
Size: 100ml
Price: R1 295
Stockist: Stuttafords

3. Yves Saint Laurent M7 Oud Absolu
Size: 80ml
Price: R1 345
Stockist: Red Square

4. Van Cleef & Arpels Tsar
Size: 100ml
Price: R780
Stockist: Stuttafords

5. Azzaro Chrome
Size: 50ml
Price: R625
Stockist: Red Square

6. Thierry Mugler A*Men
Size: 100ml
Price: R945
Stockist: Red Square

7. Azzaro Club Men
Size: 75ml
Price: R625
Stockist: Red Square

8. Thierry Mugler A*Men Pure Energy
Size: 100ml
Price: R945
Stockist: Red Square

9. Truefitt and Hill Sandalwood
Size: 100ml
Price: R695
Stockist: Victorian Bathrooms

10. Ferrari Red Power Intense
Size: 75ml
Price: R695
Stockist: Red Square

11. Carolina Herrera CH for Men
Size: 50ml
Price: R845
Stockist: Red Square

12. Burberry Brit Rhythm Intense
Size: 90ml
Price: R985
Stockist: Red Square

13. Carolina Herrera 212 VIP Men This is a Private Party
Size: 50ml
Price: R765
Stockist: Red Square

12.

13.

14.

14. Giorgio Armani Code
Size: 75ml
Price: R1 095
Stockist: Stuttafords

Deciding on a signature fragrance for winter can be difcult, with literally hundreds of fragrances to choose from. Whether your personal preference rests in a strong citrus note, or you enjoy a heavier woody note, when it comes to winter, always remember to make a bold statement.

But, remember, as the day or evening progresses, your body heat will react with the fragrance, and activate the various fragrance-note levels, each layer giving you a dynamic aspect to your personal style.

Choose wisely, as one wrong note can cost you. Winter fragrances must be bold, rich, strong, warm, and lasting. After all, you never know who you might be having drinks with in the evening. While all of the fragrances listed are worth considering, here are the top six that are a cut above the rest.

1. Hermes Terre d'Hermes:
A truly timeless fragrance, exuding a quiet condence, and unassuming luxury.
Size: 75ml
Price: R1 295
Stockist: Stuttafords

2. Bleu De Chanel:
A remarkable fragrance for a remarkable man.
Size: 100ml
Price: R1 855
Stockist: Edgars

3. Bvlgari Man In Black:
Extremely bold, rich, and dark. A fragrance for a strong, modern man.
Size: 100ml
Price: R1 290
Stockist: Stuttafords

4. Issey Miyake Nuit d'Issey:
Looking for an addition to your power to attract? This charismatic fragrance will certainly get you noticed.
Size: 125ml
Price: R945
Stockist: Red Square

5. Viktor&Rolf SpiceBomb:
Bam! Get the attention the moment you walk in a room, for all the right reasons.
Size: 50ml
Price: R995
Stockist: Stuttafords

6. Ralph Lauren Polo Red Intense:
The red racing stripes are very appropriate for a strong and bold fragrance, perfect for the high-speed man demanding attention.
Size: 75ml
Price: R995
Stockist: Stuttafords

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PRODUCED BY SHERMEN FRANKEL DIRECTOR OF PHOTOGRAPHY RUSSELL CARPENTER, ASC CO-PRODUCED BY BRAD WINDERBAUM DAVID J. GRANT EXECUTIVE PRODUCED BY STAN LEE EDGAR WRIGHT EXECUTIVE PRODUCED BY VICTORIA ALONSO MICHAEL GRILLO EXECUTIVE PRODUCED BY ALAN FINE EXECUTIVE PRODUCED BY LOUIS D'ESPOSITO
PRODUCED BY KEVIN FEIGE, p.g.a. STORY BY EDGAR WRIGHT & JOE CORNISH SCREENPLAY BY EDGAR WRIGHT & JOE CORNISH AND ADAM MCKAY & PAUL RUDD DIRECTED BY PEYTON REED
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Marvel Africa

RUN TO THE SUN

Pack your bags and chase after a burning ball of blaze, escaping to our list of places where people wake up to the sunlight's embrace, and fall asleep to it.

by FARAI MAKONI

TEL AVIV
ISRAEL

June-September
Maximum Heat: 31°C
Minimum Heat: 17°C

It's the chosen land for a solid, summer party, known as the "city that never sleeps". Situated on the Mediterranean coastline, Tel Aviv is a jewellery box of gems, starting with the Dan Tel Aviv Hotel, the place to stay when there. With countless clubs and bars to keep you busy, it's not uncommon to head over to Rothschild Boulevard, a hub of glorified debauchery, and stumble out of there at 6 in the morning.

BARCELONA
SPAIN

May-September
Maximum Heat: 29°C
Minimum Heat: 18°C

Drop your bags off at the Serras Hotel, a boutique-hotel favourite amongst TripAdvisor trolls, heading over to Barceloneta Beach. Here, the sun beats down on your body like an enthusiastic bongo player on acid, with a setting similar to a music video, palm trees, bronze, bikini-clad beauties frolicking on the beach. In July, one of the hottest months, audio adherents make their way to Monegros, Spain's biggest electro festival. Consisting of 22 hours of music, 40 000 rolled-back heads and fists banging on the sky, and 5 stages that play everything, from smoke-one hip-hop, to pop-one dubstep, this is one for the bloody books.

MYKONOS
GREECE

July-September
Maximum Heat: 30°C
Minimum Heat: 17°C

In Mykonos, there's a beach called Super Paradise, your idealistic fantasies of a beach getaway on steroids. It's a starter before you take on a main course of shirtless dancing and body shots, with a reputation for hosting wild parties in its beach clubs, getting the young and sizzled, young and sozzled. After that, head over to Cavo Paradiso, one of the hottest clubs, not only in Mykonos, but around the world, with a crowd-luring, full-size pool shaped like the island. This year, Cavo's line of addictive DJs for August is laced with Steve Aoki, Fatboy Slim, Zedd, and Martin Solveig, just to name a few. Wake up the next morning in the five-star Kivotos Mykonos Hotel, with a so-worth-it headache, and a woman who speaks in a language you don't understand.

HVAR
CROATIA

July-September
Maximum Heat: 31°C
Minimum Heat: 17°C

Often seen as the rest of Europe's anaemic sibling, there's a beauty amidst Eastern Europe's smoke-stained teeth and overly-gelled-back hair... Croatia. Croatia's Yacht Week takes place in July, and Hvar Island, Croatia's Saint-Tropez, is the place to sink your toes into, especially during that time. Arrive early to secure your mooring spot, and choose from a sea of bars and restaurants before you enjoy one of their well-known, late-afternoon beach parties. Ultra Europe Festival takes place from the 9th to the 15th of July, where you can sweat to the tunes of world-renowned virtuosos, like the Chemical Brothers, Afrojack, Alesso, and Knife Party.

FERRARI 488 GTB

TO FULLY UNDERSTAND WHAT FERRARI IS CAPABLE OF WITH ITS NEW TURBO ENGINE, ONE ONLY NEEDS TO LOOK AS FAR AS THE 488 GTB.

by JOHN PAGE

You can't accuse Ferrari of letting the grass grow under its feet. From not elding any modern-day turbo engines, to volleying out two in a period shorter than what it takes Fiat to cobble together one new car. First, the California T bravely entered the unknown, amidst a riot of pitchforks and burning torches, but converted them all with a blip of the throttle. Now, the nascent turbo engine is about to be the new heart and soul of a leaner, spine-shivering 488.

It follows on from perhaps the greatest current Ferrari, that being the 458, which became an evolutionary game of one-upmanship, going with Ferrari's technology race. Those updates, game changing as they were, pale to what the Ferrari 488 has lined up.

But if the affable California T faced resistance, the real tifosi were ready to deliver the coup de grace the moment it was announced that the 488 would abandon its holy engine. In response, Ferrari has added power, shaved weight, and appeased those car narks who count grams of carbon dioxide. Numbers that do matter swing in favourable directions. Snaking off the line, acceleration times have been reduced, and top speed has increased. Lap time? A big bite from that, as well as the braking distance.

What about Ferrari's magic drift button from the 458? The 488's side-slip angle knows the difference between air and failure, and autopilots to prevent the latter. In the past, people earned a living from being able to control slide a Ferrari.

But while you might not recognise the presence of a nearby 488 by its turbo inhale, you denitely will up-close. Spread out, the body attracts more downforce, Formula 1 secrets from the wind tunnel form the body, and air ducts drill down the anks.

Piloting this projectile takes concentration, which is why the steering wheel is placed with driving modes, wiper settings, and indicators. The large tachometer is the closest thing to an entertainment screen, and if you want to spend time vacillating between the seatbelts' colours, you should also consider the optional carbon bre package, or nail down your driving with the additional telemetry system. This is only the beginning. Versions like the Spider and Speciale will push the envelope in development and desire. ■

JEEP RENEGADE

A small city car, with a jaw of steel and everything we love about Jeep, condensed into a high-calibre handgun. The Renegade attempts the same trick Land Rover pulled with the Evoque; take buyers used to the outdoors, and sit them down into a more fashionable adage of "work hard, play hard". Look past its Fiat fingerprints, and the Renegade is for the type of guy who rolls his own cigarettes, or has never owned a razor. The seven-slat grille, blunt face, and near vertical windscreen are famously unmistakeable, and square arches add to its stout appearance. Road performance comes second to 4x4 options that will drop troops into any battlefield, with enough boot space to load a few bags and tents. Designed to have a rugged interior, the Renegade serves as a makeshift changing room after Warrior Race, but offers a dab of premium flair in the touchscreen system and modern features found on models like the Grand Cherokee. A number of engines branch off from Fiat's family tree, and you'll be revving them to the mud-splat graphic- Renegade's take on the redline. Friend has a Wrangler? Get the Trailhawk version, and head for the Rubicon Trail in Sierra Nevada.

Jeep Renegade 1.6 Multijet Limited
Engine: 1.6-litre 4-cylinder turbo petrol
Power and Torque: 88kW/320Nm
0-100km/h: 10.2 seconds
Price: R389 990
Buy It For: Cover it with army stuff

CITROËN C4 CACTUS

Shopping trolleys, narrow parking bays, neighbour's kid training to become the next Ronaldo... none of these calamities faze the Cactus. Earning the name because of its frugal liquid diet and resilient exterior, the rubberised skeleton is a thorny metaphor for Citroën's patented Airbump system. Available in different colours, they're a cosmetic feature, too. However, some colour combinations should be avoided, because the Cactus doesn't need additional style tweaks to raise eyebrows. Those squishy Airbumps are just the start of Citroën's brainstorm. Airbags in the ceiling increase cabin space, a bench seat in automatics will allow for open-road cuddles, and fused washers and wipers brush away the desert storm. Built to be "urbanproof," two-wheel drive and a low height stop the Cactus from entering those harsh, cactus-thriving conditions, but the reputation for cramming tech continues with the tablet-sized screen, and a myriad buttons on the steering.

Citroën C4 Cactus
Engine: 1.2-litre 3-cyl turbo petrol
Power and Torque: 81kW/205Nm
0-100km/h: 9.3 seconds (estimation)
Price: R284 900
Buy It For: Scrapes and bruises

GOLF GTI

Spare yourself the downloadable tuning hacks, or the fat bore exhausts that promise supercar speed, but end up blacklisting you from dealerships. The Performance Pack GTI aims to take you one step closer to the potent Golf R, so that it now hustles and weaves like Mayweather. On paper, the extra 7kW still ranks it somewhere near the bottom of hatch echelons, but this is a tactical upgrade that picks and times its punches. Against its brother, the extra ponies offer it a slight edge. But any driver serious about corner speed will express his joy, through intricate gestures, on how the XDS+ diff juggles power to the wheel with the most traction for a more nose-led drive. Adjustable spring rates are another tick on the GTI's track-day CV, as are the larger brakes, and red GTI logos. The only item not on the list is the simplest of them all, the manual shifter. Options that range from navigation, to xenon lights place it in the jaws of the Golf R, but there's a performance sweet spot if you don't. Here's to yet another winning formula.

Golf GTI Performance Pack
Engine: 2.0-litre 4-cyl turbo petrol
Power and Torque: 169kW/350Nm
0-100km/h: 6.4 seconds (estimation)
Price: R447 800
Buy It For: The diff makes a diff

CALIFORNIA STREAMIN'

AS SUBSCRIPTION MUSIC SERVICE SPOTIFY DEFENDS ITS BUSINESS MODEL TO INDUSTRY NAYSAYERS, THE COMPANY'S ARTIST IN RESIDENCE, **D.A. WALLACH**, IS THE MAN IN THE MIDDLE.

by SANJIV BHATTACHARYA

THE EVENTS WERE BILLED as closed-door, no-media-allowed conversations between artists, and streaming service Spotify. It was a delicate pairing, the industry equivalent of the Iran nuclear talks, or emergency couples therapy, and so it started with the creation of a safe space. In three American cities, New York, Nashville, and Los Angeles, the artists would gather in a room by themselves, and talk for 30 minutes about streaming. Then, the doors would open, and Spotify execs would be allowed in.

And that's roughly when the shouting started, much of it at D.A. Wallach, the guy tasked with playing peacemaker between corporate, and creative. "There are certainly conversations I have that begin with people hating me," Wallach says today. Those events were in October, in collaboration with the British artists advocacy group, Featured Artists Coalition. But he's been hated elsewhere, and he's developed an ability to wave away his detractors.

After all, he knows exactly where they're coming from. Wallach is a musician himself. He fronted a band called Chester French, and is now a solo act. He is an artist in residence at Spotify. His actual job is to meet with artists and say, essentially, "I am one of you, and I want to help you love Spotify the way I love Spotify."

Imagine it. You are a full-time musician, fearing for your livelihood. Napster convinced a generation of music fans that your recordings had no monetary value, and by the time it was functionally sued out of existence, CD sales were tanking.

PHOTOGRAPHED BY G L ASKEW II

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Then, iTunes demolished the very concept of the album, turning songs into individual commodities. Then, Spotify came along, and made it easy for anyone to hear your music for free. People lost interest in these R10 files, and, on the high end, Spotify now offers to pay about R0.11 for each time someone plays your song. And if you think that's a raw deal, some guy named D.A. Wallach, with a corporate day job, and a gleaming car, calls you up and says he's just like you, and everyone's going to be okay. You think to yourself, "Who does this guy think he is?" And then, an even more disorienting question, "What if he's right?"

"I HAVE A TOTAL REVULSION for corporate life," Wallach says when we meet. Does he have an office at Spotify? No, he mostly comes in for meetings. Does he wear suits to work? No, he's currently wearing lime-green sneakers, and a pink T-shirt. That said, he turned 30 in March. And he is waving his flag of rock & roll independence in a very corporate-looking Spotify conference room, with a publicist sitting nearby.

Twelve years ago, Wallach was a university student desperate to join a band. Some guys were assembling one, so he auditioned to be the drummer. He lost out to Damien Chazelle, who went on to write and direct *Whiplash*. But the band anointed him their singer, and they called themselves Chester French. They recorded an EP, then took to the streets, selling it for around R60. This was fun, but it was no way to make a living. So, Wallach started worming his way through the layers of the industry, finding a way in. He reached out to a Web designer for Kanye West, and managed to get some MP3s into West's hands. He contacted a magazine writer who had recently interviewed Pharrell Williams' engineer. He made his way through to Jermaine Dupri. It was a ludicrous effort, the work of a kid with blind ambition, and lots of hustle. But, funny thing, within weeks, all three of these men offered Chester French a deal. A bidding war ensued. The band picked Pharrell's label, Star Trak, an imprint of Interscope. By 2007, their music was playing in an episode of *Entourage*.

Around that same time, Wallach spotted another opportunity. Jimmy Iovine, Interscope's then-CEO, was looking to get more involved in the digital sphere, and Wallach happened to know Facebook founder Mark Zuckerberg from their days at university. "We weren't super close," Wallach says, "But we had lunch a couple of times." Good enough. He arranged a meeting between the two executives at Facebook's headquarters. "It was a really weird meeting," he says, without elaborating. While there, he got chatting with Dave Morin, who at the time managed some of Facebook's biggest projects. They stayed in touch, and two years later, Morin gave Wallach his first look at Spotify. At the time, the service was a curiosity out of Sweden, and the only Americans who had access to it were industry insiders like Morin. Wallach was intrigued, and a year of eager networking followed, until he finagled a sushi dinner with Spotify's cofounders, Daniel Ek and Martin Lorentzon. "My scepticism was how they were going to make money off of it," Wallach says. Spotify is eager to discuss this. The service has two main revenue streams, ads heard by its (currently 45 million) non-paying users, and monthly fees paid by its 15 million members. Nearly 70 percent of this revenue goes to the owners of the music, typically labels. Spotify pays based on a complex equation, and doesn't like describing it as a per-stream fee. Unlike CDs, streams continue to generate income as long as fans keep on playing the music. So, why all the fuss? Why do musicians like Taylor Swift and Thom Yorke openly bash Spotify? Why did Jimmy Buffett stand up at a *Vanity Fair* conference, and ask Ek when he'd be giving musicians a raise? The crowd laughed, but Buffett didn't. He wants a raise. Streaming is killing off music sales, replacing them with smaller payments, these artists say. Spotify deflects blame for this onto the labels, which set artists' individual royalty rates. That indie album may have earned R760 000 on Spotify, but the artist received just a piece of the total. Critics say that's because Spotify earned a piece, too.

KANYE WEST, PHARRELL WILLIAMS, AND JERMAINE DUPRI EACH OFFERED CHESTER FRENCH A RECORD DEAL. SOON, THE BAND'S MUSIC WAS IN AN EPISODE OF *ENTOURAGE*.

During that sushi dinner, though, Wallach saw Spotify's angle. The larger Spotify gets, the more money it funnels to artists, and by making music more widely available, it's helping create more music fans with more eclectic tastes. "I felt zealous," Wallach says. So, Ek connected him with Sean Parker, the guy who created Napster, and who is now a Spotify investor, and serves on its board. Before long, the kid from Chester French had a job. He would keep doing what he does best, hustling, connecting, and being persuasive. And he would do it for Spotify.

TODAY, WALLACH RUNS a 10-member artist-services team scattered throughout the world. The job has its ups and downs. Some artists are very receptive. He said he was particularly happy after meeting with producer Dave Stewart, formerly of the Eurythmics, who used to bash Spotify in the press, but has now turned into an ally. Other meetings are tense. Some social situations are, too. He doesn't let it get to him, because he feels certain he's on the right side. "They're not yelling at me because Spotify's business model doesn't make sense. What they're screaming about is that it's really hard for them to make money right now."

Later this year, Wallach will add to his credentials as an artist in residence. He will release his first solo album. Not that he's giving up his day job. "My music is not supremely popular on Spotify," he admits with a grin. But it will be there, available for all. ■

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HOT TRACKS

WHY BUILDING THE PERFECT SEX PLAYLIST CAN BRING MORE THAN JUST BEATS TO YOUR BEDROOM.

by LIZZY GOODMAN

CREATING THE PROPER MUSICAL accompaniment for a romantic evening is every bit as critical as washing the sheets. The wrong songs could send your potential bedmate trooping out into the night, while a well-considered playlist can help set just the right vibe. You don't want to be the guy cluelessly flicking through a free streaming service, getting assaulted by mood-ruining ads, or the new Imagine Dragons album every 10 minutes, do you? Here are some essential rules for constructing the ultimate "sexxxy" playlist.

"For me, it's a lot of Frank Ocean, the Knife, Zola Jesus, the National, basically, the same songs you'd play if you suffer from chronic depression," says comedian Whitney Cummings, "The hardest part is naming it so it's not just called 'Sex Mix' on your computer." For Channing Tatum, who has been widely linked to a bump-and-grind-y YouTube collection, "2014 Sex Songs Mix Bedroom Magic," it's likely Chris Brown, Ludacris, and Trey Songz. And for Katy Perry, it's all about the classics, "Marvin Gaye and Jeff Buckley," she has said, adding that she's also addicted to the raunchy bedroom throb of the Weeknd's "Often". "That song is entirely about getting head from a dude," raves Sarah Lewitinn, also known as Ultragrrrl, a music director for Aritzia. "Basically, the Weeknd is the new Prince, the new R. Kelly. You really can't go wrong."

One of the advantages of living in a society where someone, somewhere, is always listening, is that we no longer have to wonder how our between-the-sheets playlists compare to everyone else's; that's what Spotify is for. The streaming giant recently revealed the tracks most commonly included in its 2.5-million user-created sex playlists. "Intro," the moody instrumental by the XX, claimed the number-one spot ("They should just rename that band 'XXX,'" cracks Cummings). Also in the top 10 were songs by Coldplay, Chet Faker, and Hozier. "That's disturbing," says Melissa, a 24-year-old fashion buyer, "I don't want someone thrusting into me while Hozier sings, 'Take me to church.' It's just not right."

The "right" mix generally depends on the woman in question. "If a guy just went for it, and put on Beyoncé's album, I'd ride him like a surfboard," enthuses Melissa, while Lewitinn views that particular choice as sending a questionable signal about a man's orientation. Genevieve, 25, who works in retail, prefers to have sex "while listening to something 'gangster,' J. Cole, Too $hort, Rick Ross, Mac Dre, Ja Rule". She still feels a special invigoration whenever she hears the Wu-Tang Clan, as it brings back fond, multiorgasmic memories of an afternoon spent vigorously copulating to three albums' worth of the Wu. But such old-school boom-bappery doesn't do it for Cummings, "Most rap is a pretty big no-no for me, because it's all about bitches and hos. Also, obviously you want me to go at a speed that is going to hurt my back."

Hey, you can't please everyone! Fortunately, basically everyone agrees with these sex-playlist guidelines:

Plan for Two Distinct Phases: The ideal playlist accounts for foreplay and the main event. Kick it off with something, "Soothing and vibe-y," Melissa advises. Think Drake or Kendrick Lamar. "Then, as things heat up, it gets more sensual, more bass-y," Melissa adds.

Don't Play Anything Too Distracting: "The music should be a complement, not a distraction," Lewitinn says. This means no songs with a lot of nostalgic significance. "You don't want, halfway through sex, for me to be like, 'Oh, shit! This was my jam!'" Cummings says, "No Montell Jordan's 'This Is How We Do It.' One time, a guy put on Spotify with me, and 'No Diggity' came on, and I could not stop laughing, because in high school that was my anthem."

Maintain a Steady Rhythm: "Keep it all generally the same tempo," Cummings says, "If you jump right from Beck, to Nine Inch Nails, I'm going to feel pressure to change our tempo."

Don't Make Your Playlist Too Long: Thirty to 45 minutes is fine, unless you're aiming for some kind of Sting-style, tantric-sex marathon (even if you are, never play Sting's solo albums during sex; it's a scientific fact that your penis will recede back into your body). "Just to be safe, the last 10 minutes should be a little more subtle. I'm way more worried about an intense song ruining my after-sex relaxation, than a slower song coming on in the middle of having sex, because I probably won't notice that anyway," Melissa adds.

Don't Skip Music In Favour of Ill-Considered Background TV; "One time, I had sex with a guy while *Family Guy* was on, and they were singing that song, 'You Have Full-Blown AIDS,'" recalls Lewitinn, "Not cool." Bottom line, just pay attention. If she's not feeling that Notorious B.I.G. mash-up for whatever reason, just grab your phone off the nightstand, and skip it. "It's a lot like the feeling-out process in an MMA fight, 'Does she want to keep this standing up, or take it to the ground?'" muses Nick, a 35-year-old writer who enjoys a formidable track record in the bedroom. "When it comes time to push play and go at it, there's not a chance your mix will exactly match the act itself. But you're still getting laid, right? If anyone ever stopped banging you and blamed the mix, I hate to break it to you, dude, but it probably wasn't the mix."

Cummings agrees, "After all, if you rely too much on music, maybe you just need to get better at sex." ■

"IF A GUY JUST WENT FOR IT, AND PUT ON BEYONCÉ'S ALBUM, I'D RIDE HIM LIKE A SURFBOARD," SAYS MELISSA, 24.

From Chicago With Love

CORY GREGORY'S SQUAT EVERY DAY

We've all heard the saying, "If it's important, do it every day." That's the very foundation Squat Every Day is built on.

Initially, I had my doubts, and the sounds of "overtraining" echoed in my mind when I first heard about Corey's workout. But, judging from the overwhelmingly positive feedback on Twitter, it seemed like it wasn't the worst idea on Earth. You will be in a lot of pain for the first week or two, but doing reps in week two, with what used to be my max, certainly makes it all worth it in the end. If you continue the programme for 30 days, or better yet, 365, you won't just put quality muscle on your wheels. You'll become a better lifter, increase your strength, and grow everywhere.

Whether you want to grow, cut, or simply gain strength, Squat Every Day will take you there. If you're ready to put in the work, this plan is for you. If you're afraid to break a sweat, or scared of squatting, then stop reading this. In this programme, you have to squat.

Commit to Squat Every Day, and perfect 11 different squat variations. You'll increase basically every day, ensuring consistent growth. You'll train other body parts after squatting, building size everywhere, and you'll do it in 60-75 minutes a day.

BY DIRK STEENEKAMP

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PROGRAMME

Cory built this on the premise that, "Every single day, you're going to shut up, and you're going to squat."

To him, it's not about a leg press, or Smith machine squats. It's about putting actual weight on an actual barbell, free squatting. As terrible as it sounds, it's meant to be a difficult, tear-inducing programme. There is no easy way of going about it. "Make it tough, and reap the rewards," Cory says.

With this programme, you don't just get physically stronger, but you also increase your muscle mass, becoming a pro in the squat movement. This programme makes everything else look like child's play, and suddenly, deadlifts are just a casual movement on Back Day.

"As soon as I tried, I was hooked. I realised that you can fit a year of squatting into three months, or two years into six months. I also realised that the squat is a basic human movement pattern, and a critically important one. If it's important, I believe you should do it every day. Why wait to get strong?" Corey states.

And if you think that you're not ready for such a strenuous workout, not to worry. "I had three different kids at three different levels start this programme at the same time," says trainer Broz, "One year later, they all made identical gains. They all went up almost 100 kilograms in their squat in a year. So, no matter where you start, you can make progress. Nobody has a monopoly on strength. Everybody can get stronger." So, you'll be doing your squats every day, but you're also going to be hitting your normal split after them. Starting at the squat rack will set an intense tone for the rest of your workout.

Over 30 days, I mastered 11 squat variations. Each day, my squat was slightly different, as I put my body to the test through different loads and patterns. After training for 12 years, I thought I had a pretty good understanding of what's logically possible in terms of strength gains, but Squat Every Day blew that out of the water.

It's not necessarily about quantity, how many days you spend in the gym. Squatting daily should take you only 30 minutes. The rest should take you 30-45 minutes. In total, you're going for 60-75 minutes in the gym on a daily basis. Not much. "We're not just doing squats every day, we're doing heavy squats every day. And by 'heavy,' I mean you're going to try to hit your one-rep max whenever you can," Adds Corey.

Sounds tough? You're right. "You're going to see a lot of results, not just physically, but mentally," says Broz, "I believe that squatting every day is not going to build your character, but it will reveal your character. You're going to find out what you're made of."

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VARIATIONS

With Squat Every Day, you try out 11 different squats, challenging yourself. Each squat variation will challenge you in its own unique way. As you progress through Squat Every Day, you'll face challenges that will take you to your breaking point. Don't run from them, face them head on. Go through all of the blood, sweat, and tears, and boost your overall squat game.

VARIATION 1: CLOSE-STANCE DEEP SQUAT

The close-stance deep squat is the most basic squat variation you'll perform. It's an Olympic-style squat, so the bar will sit right on top of your traps, and you'll squat until your hip crease falls beneath your knee caps. When you remove the bar from the rack, move your feet so they are about a shoulder-width apart, and squeeze your shoulder blades together. Keep your core tight, by pushing your abs out and down. As you squat, keep your knees out towards your pinkie toes. Explode out of the hole with speed.

VARIATION 2: CLOSE-STANCE DEEP SQUAT, WITH BELT

A weight belt gives your abdominals something to press against, which will increase thoracic pressure, and make you more stable and strong. The belt should, ultimately, help you lift more weight. When you use a belt, wear it correctly. The belt should be very tight, and should be worn around your torso at the belly button, not down at your waist. Use the rack to help pull your belt as tight as possible.

VARIATION 3: CLOSE-STANCE DEEP SQUAT, WITH PAUSE

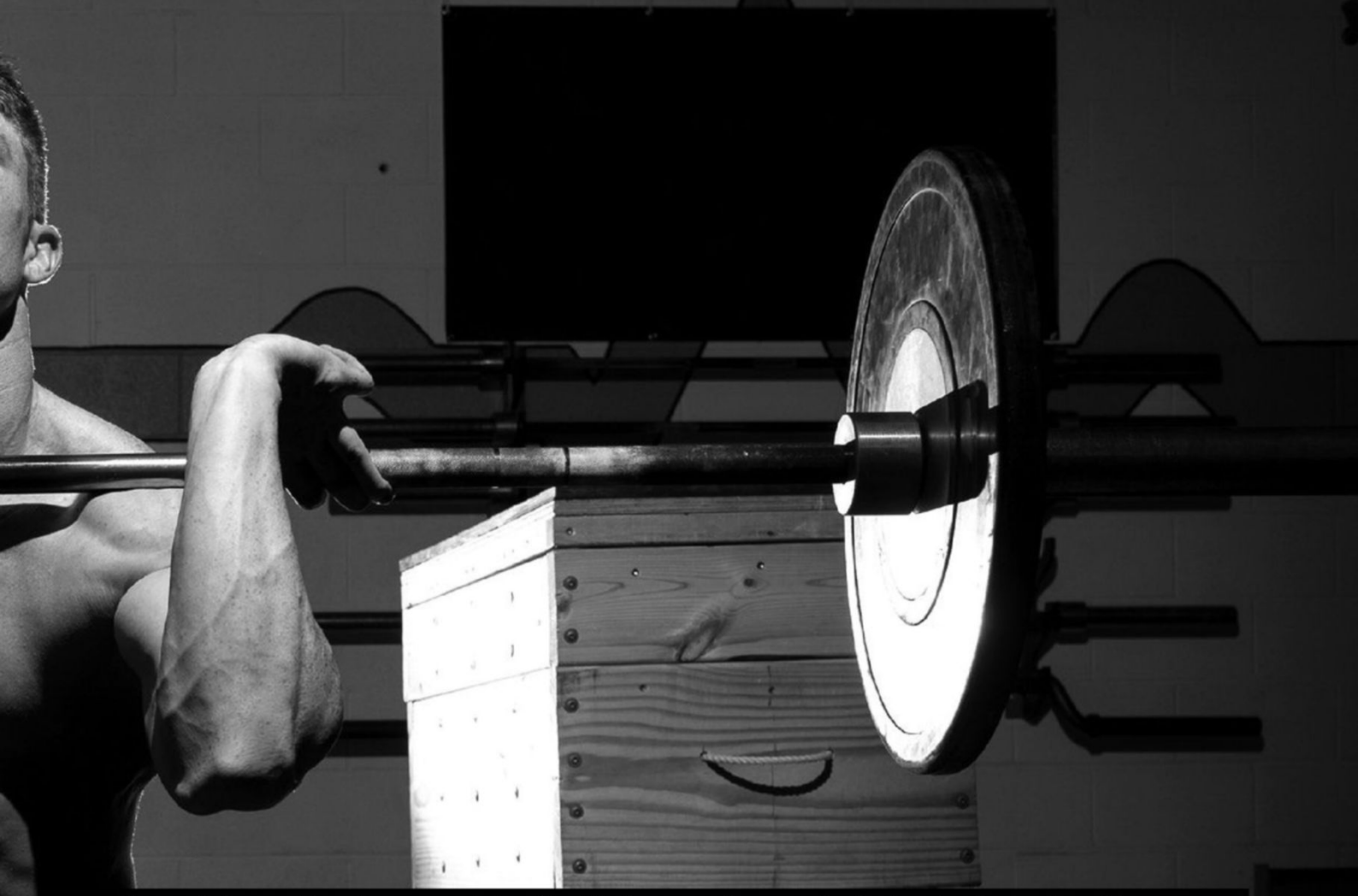
Pause squats are tough, because your body can't rebound out of the hole using the stretch-shortening cycle. So, you have to rely on the power your muscles generate from a dead stop. Set up and squat like you would for a regular, close-stance deep squat. But, instead of exploding up as soon as your hip crease passes your knee caps, pause in that position. The pause should be 1-2 seconds. As you're in the hole, make sure your knees track out towards the outside of your toes. If they collapse in, take off some weight.

VARIATION 4: CLOSE-STANCE DEEP SQUAT, WITH PAUSE AND BELT

Adding the belt to this movement will make it feel easier. You should be able to squat more weight with your belt on, but make sure you're wearing it properly. When you explode up after your pause, push your abs into the belt for support.

VARIATION 5: FRONT SQUAT

Having the bar in the front-rack position can be difficult for a lot of people. Without the necessary shoulder and wrist mobility, it can be impossible to put the bar on your shoulders with your elbows pointing out. If you can't put the bar in the front-rack position, hold the bar on your shoulders by crossing your arms in front of the bar, like a genie, bodybuilding-style. You can also put straps on the bar and hold



them, so that your wrists are in a more neutral position. Whether you perform a crossbar front squat, or front-rack squat, keep your elbows up!
Because the load is in front of your body, front squats will feel slightly different than back squats, and you may not be able to use as much weight. Front squats put a greater emphasis on your quadriceps, in order to move the load, and your back may also fatigue from stabilsing the bar.

VARIATION 6: FRONT SQUAT, WITH PAUSE
If your core is weak, then paused front squats are going to hurt you. When you're moving out of the hole, drive your elbows up. If they collapse, your shoulders will roll forward, and you'll drop the bar. Keep your chest and elbows up throughout the lift.

VARIATION 7: FRONT SQUAT, WITH BELT
Having a belt on can make an enormous difference in your front squat. Utilise it by actively pushing against it as you squat. Again, you have the option of crossing your arms in front of the bar like a genie. You can also put straps on the bar, and hold them so your wrists are in a more neutral position.

VARIATION 8: FRONT-TO-BACK SQUAT, WITH BELT
Start by doing a front squat. As soon as you're done, rerack the barbell, then get back under it for a back squat. Don't waste any time shaking out your legs, or taking a drink. Always make sure that the ratio is 1:1. Do as many back squats as you do front squats.

VARIATION 9: WIDE-STANCE SQUAT
Your feet should be wide, but not so wide that you're doing a sumo squat. Put the bar lower on your back. Having the bar lower will cause your torso to lean forward, which is natural. However, don't let your torso fall so far that your spine flexes forward. Do your best to keep your spine straight, maintaining an arch in your lower back. Use your flat-soled shoes and a belt for this lift.

VARIATION 10: CLOSE-STANCE DEEP SQUAT, WITH BELT AND KNEE WRAPS
The knee wraps will help drive you out of the hole, so you can put more weight on the bar.

VARIATION 11: BACK OR FRONT SQUAT, WITH BELT AND LONG PAUSE
Keeping your abs contracted and your torso upright for a long period of time will turn your core into iron. Don't you even think of quitting after 5 seconds. Pause in the hole for 10 seconds. Watch the clock, or grab a stopwatch.

SQUAT TILL YOU GROW

"When I built this programme, first for my own use, and now for you, I set out to create a maintainable, overall clean-eating approach. I wanted to be able to shoot for magazines, or roll right into a powerlifting meet. To stay trim year-round, I like to rely on basic whole foods, and even limit rice and grains. That's what I suggest for you, as well. I also like to eat most of my carbohydrates at the end of the day, not in the morning or throughout. Most of my day is fairly low carb, but at night, I enjoy my favourite carb-heavy meal. Because I don't eat breakfast before I train, eating those carbs at night helps replenish my glycogen levels, so I feel good when I squat in the morning," Cory explains. Even though, when it comes to maintaining his size or shedding fat, Cory doesn't eat a lot of carbohydrates, he sees the importance in increasing your carbohydrates, especially if you want size and strength. In fact, other than about 100 grams of carbs, the muscle-building and fat-loss nutrition plans in Squat Every Day are almost exactly the same. If you're used to seeing a bodybuilder-style programme, the calories for each of these plans may seem high. However, the work you're going to do in the gym is going to require tons of food, so don't worry about calories. Don't eat less than 1 700 calories a day. "I maintain my physique and strength at about 3 000 calories, but that may not work for you," says Cory.

If you don't know where to start, select a calorie and macronutrient total, and test it out for a couple of weeks. If you're exhausted, are constantly sore, or are losing more than 1kg a week, you're not eating enough. However, if you're gaining way too much, well, you may be eating too much.

Don't stress about getting a new nutrition and supplement programme right immediately. Take your time, and get to understand just how your body works.

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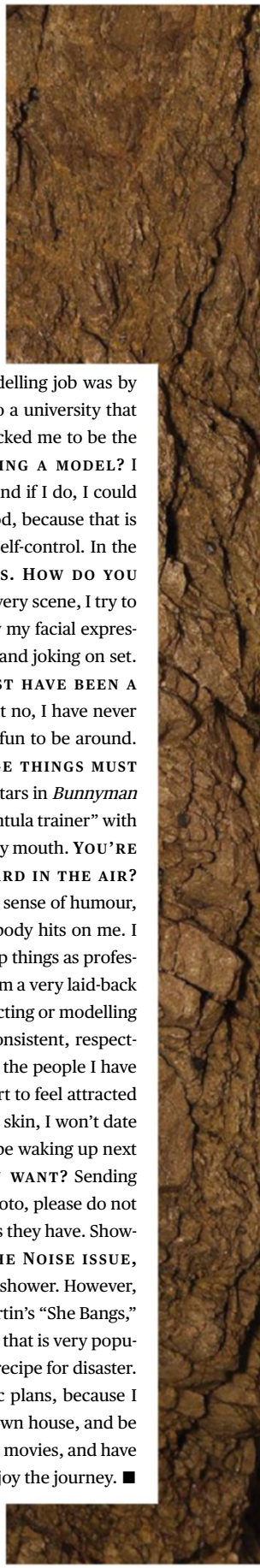


WE SIT DOWN WITH DALIA ELLIOT, THE HORROR-FILM ACTRESS SLASH MODEL WITH LOOKS THAT WOULD MAKE FREDDY KRUEGER HAVE MERCY ON HER.

by FARAI MAKONI

You started modelling at a young age. Was it your decision? My first modelling job was by complete luck. My aunt, Sharon Fullingim, is an amazing artist. She submitted her design to a university that wanted a life-size sculpture added to their courtyard. Since I am her favourite niece, she picked me to be the model for it. The sculpture still stands today. **What's the toughest part about being a model?** I always have to think about what I eat, how I look, when I workout, etc. I can't slack at all, and if I do, I could lose out on an opportunity. It's hard when people just assume that you wake up looking good, because that is far from the truth. It takes a lot of styling, dieting, working out, a great photographer, and self-control. In the long run, it is worth it, because I love feeling beautiful. **You're a horror-film actress. How do you prepare yourself to give a convincing fear-filled performance?** Before every scene, I try to put myself in the frame of mind that I am really in that situation. I mentally zone out on how my facial expressions and tone should be. It's hard acting like you are truly scared, when we are all laughing and joking on set. Luckily, I am a very animated person, so acting goes with my personality. **But there must have been a time when you were genuinely scared on set, right?** Sorry for the spoiler, but no, I have never been scared on set. I've been lucky enough to work with some really nice people, who are fun to be around. We literally just play with props, take pictures, act silly, and enjoy ourselves. **Some strange things must happen on the set of a horror flick. Could you name a few?** One of my co-stars in *Bunnyman 3* had to have a tarantula crawl out of her mouth in one of her scenes. They even had the "tarantula trainer" with us. I felt so bad for her, because there's no way I could ever have a spider crawl on me, or in my mouth. **You're a corporate flight attendant. What's the worst pick-up line you've heard in the air?** "Have you ever joined the Mile High Club? Would you like to do that today?" Luckily, I have a sense of humour, and laughed it off, but I definitely rolled my eyes when I walked away. Most of the time, nobody hits on me. I wear my hair in a bun, and have Tory Burch flats on, so I am not very sexy when I work. I keep things as professional as possible, and just try to do my job. **What's an average day like for you?** I am a very laid-back person, and I don't party often. So, my daily routine is usually pretty quiet, unless I have an acting or modelling job. **What do you look for in a man?** I look for a man who is determined, loyal, consistent, respectful, and genuine. I can smell a fake from a mile away. I don't go for a specific look, in fact, all the people I have dated look different. I go by chemistry, how a man talks to me, and how he treats me. If I start to feel attracted to a man, I do this weird thing where I smell his neck discreetly. If I don't like the smell of his skin, I won't date him. I know that sounds weird, but I need to like the smell of my man's skin if I am going to be waking up next to him. **What misconceptions do men have when it comes to what women want?** Sending private-part photos, that is such a turn off! Gentlemen, unless a female asks for an X-rated photo, please do not send one. I also don't like men who name-drop, or talk about their money, or expensive things they have. Showing off is a sign of insecurity, and I think most women find that unattractive. **This being the Noise issue, what's your ultimate karaoke song?** I am a terrible singer. I won't even do it in my shower. However, I do like karaoke, because it's silly and fun. So, the best songs would be fun ones like Ricky Martin's "She Bangs," Britney Spears' "I'm a Slave 4 U," or Guns N' Roses' "Sweet Child O' Mine". Basically, any song that is very popular amongst most people. Please don't attempt a Mariah Carey, or Celine Dion song. That is a recipe for disaster. **Five years from now, where do you see yourself?** I don't like making specific plans, because I have a fear of disappointment. I only set goals for myself, and my goal would be to have my own house, and be financially stable enough to start a charity for homeless animals. Maybe, I will be in big-budget movies, and have an incredibly fun career, that would be great. But I just want to take things day by day, and enjoy the journey. ■

PHOTOGRAPHY BY @BRIANBHAYES / @SHANDREWPR

THE DARING DELINQUENT

FROM HANGING OUT WITH THE FUNKY BUNCH, TO A BEST SUPPORTING ACTOR OSCAR NOMINATION, TO BEFRIENDING A FOUL-MOUTHED TEDDY BEAR, MARK WAHLBERG'S LIFE HAS BEEN A FASCINATING JOURNEY, WITH THE ACTOR, PRODUCER, RAPPER, AND FORMER MODEL RISING ABOVE HIS TROUBLED CHILDHOOD, BECOMING ONE OF THE MOST RECOGNISED CELEBRITIES OF HIS TIME.

by ANDRE COETZER

DOWN AND OUT

The youngest of nine children, Mark Wahlberg grew up on the streets of the U.S.' Dorchester, Massachusetts, and at the age of 14, he dropped out of school to start a life of street hustling and drug dealing. Things went from bad to worse for the young Wahlberg, as he was sent to jail for the savage beating of a Vietnamese man at the age of 16. Initially a 2-year sentence, Wahlberg only served 45 days, and upon his release, he vowed to make some changes in his life. It was at this time that he took up bodybuilding, a pastime that kept him off the streets, giving the young man a renewed focus in life.

A NEW KID ON THE BLOCK

It was during his sentence that Wahlberg's older brother, Donnie, rocketed to stardom as a part of popular boy band New Kids on the Block. Fearing for his little brother's future, Donnie stepped in and decided to help his sibling forge a musical career. What the youngest Wahlberg lacked in vocal talents, he made up for with his charisma and looks. With his older brother helping with the producing and hip-hop arrangements, Marky Mark and the Funky Bunch was born. The debut album, "Music for the People," was released in 1991, and sold over a million copies, thanks to the success of hit dance singles "Good Vibrations," and "Wildside". Things only got better for the bad boy, as he signed a 2-year contract with designer Calvin Klein, modelling for the underwear brand. Mark Wahlberg was hot property, and with his raucous persona and rock-hard abs, life seemed rosy for the 21-year-old star. Unfortunately, as with most celebrities, people started snooping around his personal life. The public's opinion on him drastically changed when Wahlberg's criminal past and possible racist and homophobic tendencies came to the surface. Public criticism and the disappointing sales of Marky Mark and the Funky Bunch's release, "You Gotta Believe," pointed to signs that his star was burning out at a rapid pace. Going into full-on survival mode, Wahlberg once again made a career-defining decision, one that would put him on the Hollywood map forever.

HOLLYWOOD HERO

Leaving behind the Marky Mark persona, after making his acting debut in the 1993 TV lm *The Substitute*, Wahlberg took to acting like a sh to water. With his looks and natural acting, he soon found himself making his silver-screen debut in *Renaissance Man*, alongside acting veteran Danny DeVito. Although the lm was met with mild reviews, Wahlberg got his foot in the door, and it would be his next role that would make the critics stand at attention. Jim Carroll's lm, *The Basketball Diaries*, starred Leonardo DiCaprio as a young man struggling with heroin addiction. Wahlberg played the role of DiCaprio's best friend, and even though it was not a lead role, his portrayal lead to numerous critics praising the former rapper's performance. More big roles followed, James Foley's thriller, *Fear*, and *Traveller*. Wahlberg nally cemented his acting status in Paul Thomas Anderson's *Boogie Nights*, playing the role of dishwasher turned porn star Eddie Adams, alongside Burt Reynolds. Wahlberg was now a part of Hollywood's A-List, receiving awards and nominations for his acting excellence. The former delinquent had nally made it to the top.

HARD WORK BEATS TALENT

Having dated model Rhea Durham since 2001, eventually marrying her in 2009, Wahlberg is a family man who tries to instil in his children the importance of hard work and giving back. Away from the glitz and glamour of Hollywood, Wahlberg is a busy man. From being an executive producer on three hit TV shows, *Entourage*, *Boardwalk Empire*, and *How to Make it in America*, to starring on the small screen alongside brothers Donnie and Paul in the reality show, *Wahlburgers*. *Wahlburgers* focuses on the Wahlberg family's burger restaurant. A huge supporter of charity work, Wahlberg established the Mark Wahlberg Youth Foundation in 2001, an organisation that raises and distributes funds to youth services and enrichment programmes, giving the troubled youth a fair chance in life.

THE U.S.' FAVOURITE SON

From a young troublemaker, to one of Hollywood's favourite leading men, Mark Wahlberg's star continues to rise. With *Ted 2*, Wahlberg once again will prove why he is seen as the Everyman's man in Hollywood. In *Ted 2*, we get to see the odd friendship between Ted, and John Bennett (Mark Wahlberg), his best friend, go to new levels. The now happily married Ted tries to have a child with his wife, Tami-Lynn, and Ted has to ask John to provide the sperm for the insemination. However, to have custody of the child, Ted must rst prove to the court that he is human. The sequel follows the same successful recipe of the original lm, so expect disgustingly funny jokes, and a pinch of heartwarming moments.

FROM PAIN TO GAIN

From the tough streets, to Hollywood, Mark Wahlberg is proof that hard work will always pay off. It's no wonder he is one of the most universally loved actors in the business today. Former British prime minister Benjamin Disraeli once said that there is no education like adversity, and if that is the case, then Mark Wahlberg is the most educated man in Hollywood right now. ■

F1 2015

Formula 1®

by ANDRE COETZER

The last few seasons of the world's fastest motorsport have been filled with drama and controversy, from the Hamilton-Rosberg feud, to the once dominant Sebastian Vettel's fall from the top. Unfortunately, the same couldn't be said about the last F1 video game, *F1 2014*. It was a lacklustre game from Codemasters. Will the true F1 game finish in pole position, or will the safety car be called for? STRONG-ARMED HEROICS Debuting on the PS4 and Xbox One, *F1 2015* is a whole new beast. Designed from the ground up to provide a much more realistic F1 simulation, *F1 2015*'s cars are a real handful to control, but in an amazingly good way. Having to micromanage your way across some of the best racing circuits in the world, gently feathering the throttle when heading into a chicane is pure magic, capturing the intense action. Having moved away from the "appeal to everyone" approach of *F1 2014*, Codemasters decided to focus more on the realistic simulation and power of F1, a move that was desperately needed to take the series forward. SPEED, POWER, BEAUTY With the power of current-gen machines, Codemasters has been able to bring the numerous tracks to life on screen. Racing along the Singapore track is truly breathtaking, as the neon-infused streets stretch out into the distance, blue lights reflecting in the puddles. Graphically, it is a massive improvement for the series, and it truly brings you one step closer to experiencing the thrill and speed of F1. An important new feature is the broadcast mode, introducing each race with commentary from David Croft and Anthony Davidson, giving you a real sense of tension before a race, adding that extra bit of drama. FLAG FINISH *F1 2015* is a massive step up from the 2014 iteration. Better handling and improved graphics make this the ultimate F1 game, an essential buy for any racing fan.

PAYDAY 2
CRIMEWAVE EDITION

With next-gen consoles being out for a few years, an interesting trend has developed, with many last-gen games getting the shiny HD port treatment, from *GTA V*, to *The Last of Us*. *Payday 2: Crimewave Edition* is another last-gen game jumping onto our new consoles, but is Overkill's HD port worth your crime time? BREAKING POINT For those of you not familiar with *Payday 2*, the story is quite simple, you are in a gang of armed robbers, and big heists are your game. Think of the classic *Point Break* movie (without the surfing scenes), and you've got a taste of *Payday 2*. It's the perfect co-op game, as you and your gang need to work together to outsmart the law. This is not a simple "shoot 'em up," as you get to cuff guards, and keep civilians in check while your teammates place an industrial drill on the vault. Fix the drill when it breaks, check cameras for SWAT teams, bag the cash, and carry it to the escape van. It's the ultimate experiment in time management and co-op play, as you juggle the risk of transporting more cash, with the escalating police force attempting to stop you. SOME NEW, SOME OLD As with most last-gen ports these days, *Payday 2* comes with a plethora of upgrades and visual improvements. With almost no pop-in problems (that plagued the PS3 and 360 versions 2 years ago), and a nice resolution upgrade to 1080, *Payday 2* looks and feels great. With all the patches and updates included from the last 2 years, *Payday 2* is truly the best *Payday* experience money can buy. Unfortunately, with all these lovely updates, some of the annoying old features remained. From muddy looking textures, to questionable team AI, *Payday 2* isn't perfect. It's a shame that Overkill didn't fix some of the annoying things from the last-gen versions. CRIME DOES PAY *Payday 2* is like nothing else on the current-gen consoles. Playing alongside like-minded players or friends opens up a game that truly excites, from the very first heist you pull off, to the mad scramble of trying to avoid the police. For experienced *Payday 2* players, this package unfortunately offers nothing new. But, if you've never had the pleasure of wearing the clown mask from the *Payday* world, then this game is highly recommended.

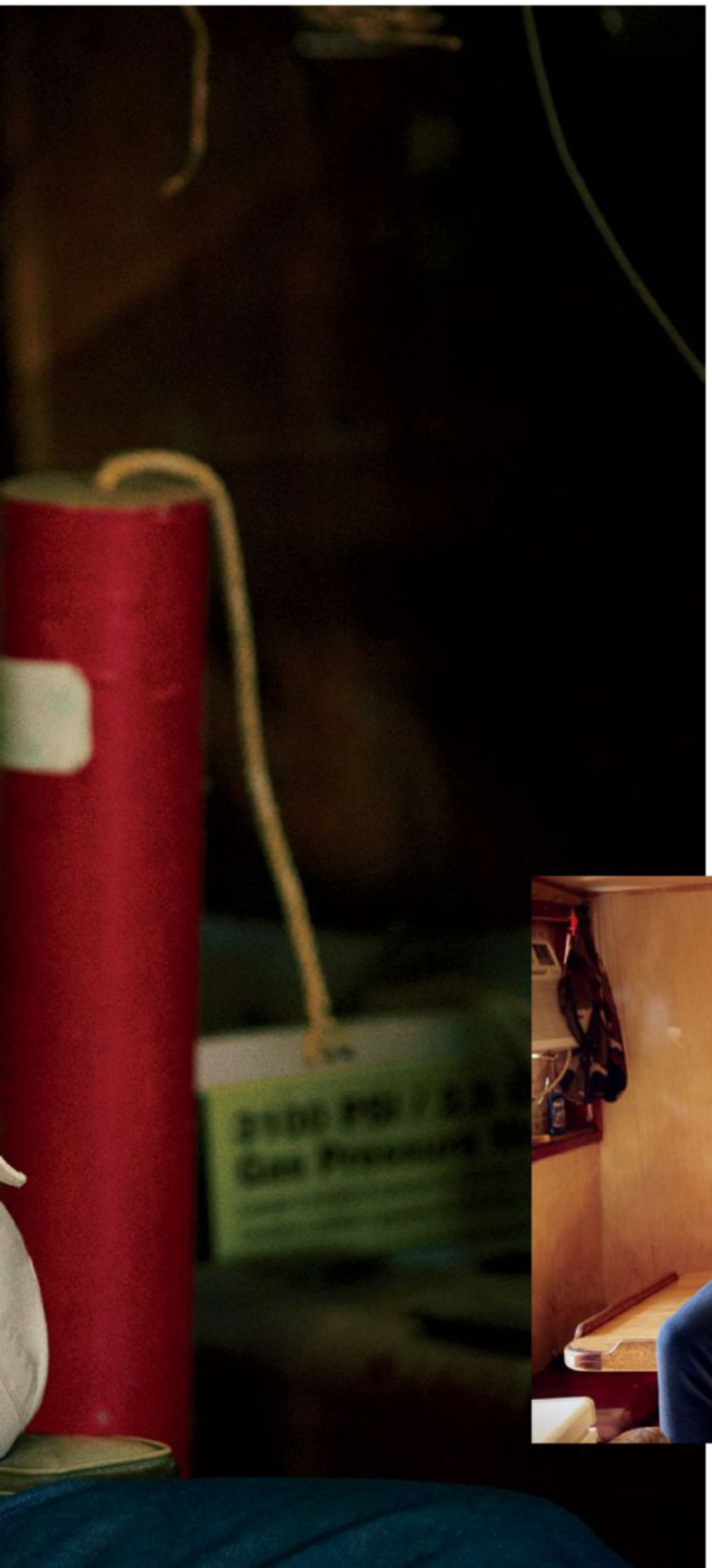
DEADLIEST CATCH CONOR McGREGOR, UFC'S QUICK-FISTED, FAST-TALKING FEATHERWEIGHT, TAKES A STYLE DETOUR ALONG THE COAST.

PHOTOGRAPHY BY ROBERT WYATT, STYLING BY WAYNE GROSS

This Page:
(Top) Jacket and jeans, Marc by Marc Jacobs. Sweater, Gant. Beanie, Asos. Bracelets and ring (worn throughout), Scosha. Watch, Tudor.
(Bottom) Trench, sweater, and jeans, Prada. Watch, Tudor.

Opposite Page:
Jacket and sweater, Nautica. Jeans, AG Jeans. Watch, Tudor.

Previous Page:
Trench, Dsquared2. Sweater, Bally. Pants, Ermenegildo Zegna Couture. Beanie, Binge Knitting. Shoes, Marc by Marc Jacobs.



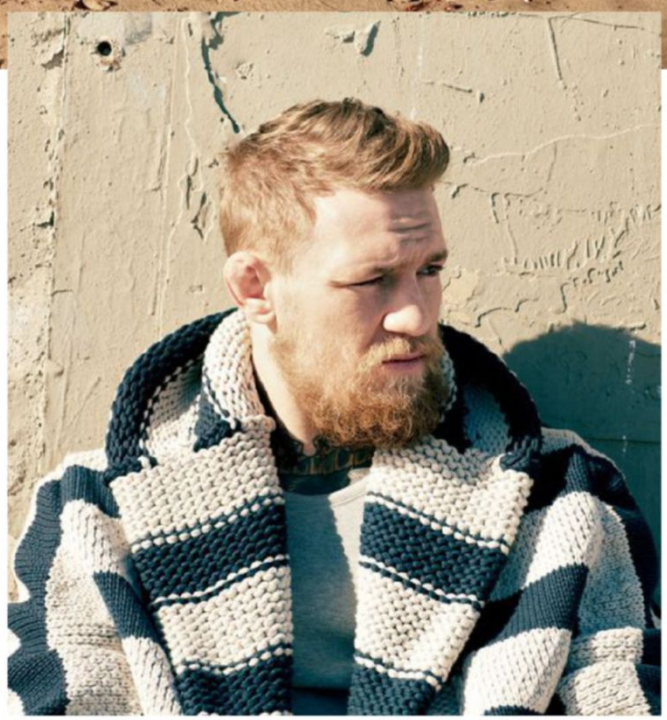
CONOR McGREGOR knows how to make a statement. Just two years and five fights into his UFC career, the Irish featherweight has gone from relatively unknown, to the most electrifying character in the sport. Yes, the 26-year-old fighter is a brutal, efficient fighter, with an eclectic array of techniques, and a knack of dishing out knockouts (15 of his 17 wins come from TKOs, including four of his five UFC wins). But his meteoric rise owes as much to his mouth as to his fists, knees, and feet. McGregor is a sneering, trash-spewing, over-the-top showman, more akin to a top-card professional wrestler than a cage fighter. Often outfitted in three-piece suits, he riles up fans with crazed monologues, taunts fighters mid-match with a wagged finger, and boldly predicts how long it'll take him to incapacitate opponents (usually two minutes, but even if foes don't tap, that's about the time McGregor "sees their eyes dim," as he puts it).

"What can I say? I'm a talker," he says. His unique brand of bombast has earned him a freshly inked Reebok contract, and a worldwide legion of crazed, flag-waving supporters. "My success isn't a result of arrogance, it's a result of belief," says Conor, whose lean frame and wild-eyed stare make him look like some long-ago warrior who drinks ale from the skulls of conquered kings. "My belief is what brought me here; it's my most powerful ally. I knew I'd be in the UFC since I started my career."

Born in Crumlin, a scrappy suburb in Ireland's Dublin, McGregor, who, despite his antics, is stoic and poised away from the cage, says he's always had an "insatiable curiosity for combat". As a boy, he bounced from gym to gym. After a stint as a plumber, McGregor pursued MMA full-time, and eventually made his way to the European circuit, where he earned the nickname "Notorious," as well as the lightweight and featherweight belts. He joined UFC in 2013, and was quickly recognised for his skills in both combat and scene-stealing.

"I have the greatest job in the world," McGregor says, "I get paid loads of cash for beating the crap out of people, and I'm very good at it."

–Matt Berical



This Page:
(Top) Trench, Gucci. Sweater, Tommy Hilfiger. Pants, Burberry Brit. Boots, Red Wing Heritage.
(Right) Sweater and knit, Ermenegildo Zegna Couture.

Opposite Page:
Trench, sweater, and pants, Burberry Prorsum. Beanie, Binge Knitting. Watch, Tudor. Boots, Red Wing Heritage.

GROOMING: SYDNEY ZIBRAK USING LA MER AT THE WALL GROUP

This Page:
Sweater and pants, Bottega Veneta. T-shirt, Canali at Bloomingdale's. Beanie, Binge Knitting. Watch, Citizen.

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BASS DESIRES

From a portable speaker so tough it can survive a run-in with a Hummer, to a masterful, modern hi-fi setup, we bring you the best sound systems.

by SETH PORGES

I. The Clear Winner

Most speakers are engineered to stand out, but the ClearView Audio Clio is designed to disappear. The bulk of the Bluetooth speaker's body is composed of a 1-mm-thick wall of acrylic glass that not only blends in with any surroundings, but also acts as an audio transducer, spreading waves in all directions. The result is bright, clean, room-filling sound, all from a source that doesn't need to be seen to be heard. *audiogeeks.com*

PHOTOGRAPHED BY TRAVIS RATHBONE

HEAVY HITTERS

SINGLE SPEAKERS THAT PACK THE SONIC PUNCH OF MUCH LARGER SYSTEMS.

I. The Tiny Titan

The palm-sized Mass Fidelity Core creates a room-saturating audio that seems as though it's coming from a family of speakers. The secret? It pushes out several sound waves that intersect, and create the illusion of multiple sources. In addition, the speaker boasts Bluetooth connectivity, a 12-hour battery life, and analogue and optical inputs.
massfidelity.com

II. The Ace of Bass

Like your streaming music with a thick, juicy low end? The Denon HEOS 7's seven speakers deliver a feel-it-in-your-skin bass that would make Pharrell turn his head. It's also one of the first on the market to implement the new Google Cast, which makes it easy to stream songs from different audio apps on your phone, tablet, and laptop.
ultrasound.co.za

III. The Hi-Fi Stunner

A sculptural block of aluminium sitting on a glass base, the Naim Mu-so is stuffed with six amps and drivers that throw out 450 watts of some of the cleanest audio we've heard from an all-in-one system. Fusing retro hi-fi class with bleeding-edge digital details, it handles everything, from home theatre, to modern streaming.
signals.co.za

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I. The Party Starter

Shaped like a tennis ball, the 23-centimetre-tall UE MEGA-BOOM serves up 360 degrees of enough big, punchy sound to fill a pool party, or a suite at the Michelangelo. Its rubberlike exterior shrugs off spills, splashes, and stains. Up to 20 hours of battery life means that the speaker will keep up with the rowdiest festivities.
wantitall.co.za

II. The Refined Companion

See the honeycomb shell around the edge of the Bowers & Wilkins T7? More than a striking design element, it provides extra structural integrity, and squashes the audio-scarring vibration that often plagues small speakers. Good thing? The 20-centimetre noisemaker houses two 50-mm drivers that crank out 18 hours of warm, balanced sound.
bwloudspeakers.co.za

III. The Anything-Proof Powerhouse

Drop it, dunk it, drive over it! The FUGOO Tough XL is built to survive nearly any abuse. The 35-centimetre-long speaker, kept in fibre-reinforced resin, and fortified by an aluminium cage, delivers 100 decibels of noise, bolstered by eight acoustic drivers.
fugoo.com

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NAOMI

HUSTLING. IT'S NOT A MAN IN A STAINED VEST, STROKING BACK GELLED HAIR WITH GUNPOWDER-STAINED FINGERS. IT'S MESMERISING MODEL, PRESENTER, AND ALL-AROUND ENTERTAINER K.NAOMI, THE STAR OF *BLACK ACES*, AND CHANNEL O. SHE'S NOT FIRING SHOTS, SHE'S CALLING SHOTS, HUSTLING HER WAY UP TO A DEAL WITH WOOLWORTHS THAT HAS TAKEN HER FROM UP-AND-COMER, TO THERE ALREADY.

by FARAI MAKONI

YOU'VE BEEN SUPER BUSY, PRESENTING, CAUSING INSTAGRAM-SELFIE-INDUCED HEART ATTACKS, MODELLING FOR WOOLWORTHS. HOW'S THAT ALL BEEN? Everything's been great! I'm doing what I love, so I couldn't be happier, or feel anything opposite to that. I'm enjoying growing in the industry, and working with amazing people and brands. Although it gets hard, I use that as fuel to be greater. I'm honestly blessed to be where I am. **HOW DID YOU LAND THE WOOLWORTHS DEAL? THAT'S A BIG ONE.** The Woolworths deal was a major move for my career. I've worked with many brands, and working with Woolworths was always a dream of mine. So, I guess when the opportunity came, I couldn't say no. It's also amazing to have such a big brand recognise you and see you as influential. **DID YOU ALWAYS WANT TO GET INTO MODELLING, THE ENTERTAINMENT INDUSTRY, OR DID YOU HAVE ANOTHER CAREER IN MIND?** I've always wanted to model, but I was reluctant, because of my height. Presenting was something I always wanted to do. I remember watching *TRL* and wishing I could be on there! I've also always wanted to get into the corporate world, and that's happening soon. So, yeah, I guess I'm doing everything that I enjoy. **YOU'VE WORKED YOUR WAY UP. WOULD YOU SAY YOU'RE QUITE THE HUSTLER?** I think I'm an ambitious, young female. I know what my dreams are, and I'm constantly trying to make them come true! **IT'S A COMPETITIVE INDUSTRY. WHAT POWER MOVES DO PEOPLE TRYING TO GET INTO IT NEED TO PULL?** My power moves are a secret. **DO YOU PLAN ON EXPANDING YOUR BRAND, TAKING ON YOUR OWN VENTURES?** I plan on expanding my brand, because a successful brand does not stay stagnant. There's always space and time to better yourself. **TELL US SOMETHING MOST PEOPLE DON'T KNOW ABOUT YOU.** I AM EXTREMELY EMOTIONAL. **YOU'VE BEEN IN THE ENTERTAINMENT INDUSTRY FOR A WHILE NOW. ARE THERE TIMES WHEN IT ALL GETS A BIT MUCH, THE MEDIA, THE TABLOIDS?** You grow to understand all that the industry comes with, and you learn how to handle the media, the tabloids, the journalists. There are times when it gets too much, but only when you do something they can write about. **HATE ON SOCIAL MEDIA THROUGH KEYBOARD WARRIORS COMES WITH THE TERRITORY. HOW DO YOU HANDLE THAT? DO YOU EVER GET THE URGE TO PULL THE MIDDLE FINGER?** Everyone gets the urge to pull the zap in the form of words, but it's also really good for your brand to have social-media etiquette. There will always be people that dislike you, but I guess it's a part of life, and you learn to accept it. So, I ignore them and let them be great! **WHAT'S THE STRANGEST COMMENT YOU'VE EVER GOTTEN ON SOCIAL MEDIA? YOUR INSTAGRAM AND TWITTER INBOX MUST BE A TREASURE CHEST OF CREEPY.** Guys asking to marry me. **WOULD YOU TRADE IT ALL IN, THE FAME, THE FLASHING LIGHTS, FOR AN OUNCE OF PRIVACY?** I'm not in it for the fame. I want to do things that bring me genuine joy, being an entertainer, a creative, an entrepreneur, inspiring others while doing so. My privacy will always be there, it just depends on me and what I choose to share with everyone. **WITH SUCH A HECTIC SCHEDULE, DO YOU HAVE TIME FOR RELATIONSHIPS?** Everyone has time, because you make time for what you want. To be honest, unfortunately, it's always the wrong guys banging at my door. **IS THERE ANYONE YOU'VE GOT YOUR EYES ON RIGHT NOW?** (Laughs) This is an awkward question. I do, but I'd rather not say who they are, just in case they see this. ■

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RAPPER DA L.E.S MAKES RAPPERS IN THE GAME SHAKE IN THEIR BOOTS EVERY TIME HE TWEETS A NEW RELEASE. WITH MORE HITS UNDER HIS BELT THAN AN INAPPROPRIATE BAR PATRON, HE'S STEADY PUTTING SOUTH AFRICAN HIP-HOP ON THE MAP, ONE BAR AT A TIME. - by FARAI MAKONI

Coat, Philipp Plein at Castelo;
Top, Spaza Shop;
Sneakers, X-Trend;
Watch, SevenFriday

DID YOU ALWAYS WANT TO GET INTO ENTERTAINMENT? From a very young age, it was obvious that entertainment was the place for me. Dancing, rapping, entertaining, it was second nature. I'm grateful to have had the opportunity to carry out my heart's passion through my music.

HOW DID YOU GET TO WORKING WITH AKA? He and I met in Jamaica, when we were both participants on the reality show, *Tropika Island of Treasure*. I suppose, us both being in the industry sort of set the foundation for a great friendship. Since then, our personal and professional relationship has grown from strength to strength. It's great to have that mutual support, and share each other's highs (and lows). He's my boy!

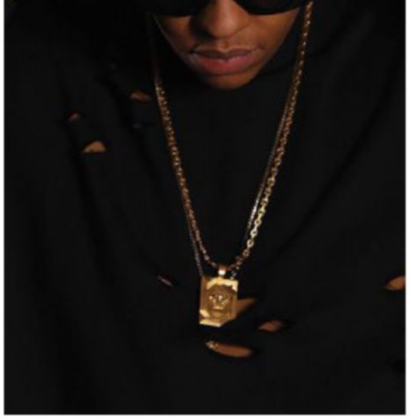
Jacket, Zara;
Top, Spaza Shop;
Sneakers, X-Trend;
Watch, Bulova at JP Time

CHRIS BROWN AND TYGA HAVE TEAMED UP ON ALBUMS. IS THAT IN THE PIPELINES FOR YOU TWO? Most definitely, but when the time is right, though. I mean, we team up on so many tracks as it is, so I think it's inevitable. It would be sick, worth waiting for.

HIP-HOP HAS A HISTORY OF RIVALRY, "BEEF". DOES THAT CULTURE APPLY HERE? No, not at all. The South African industry is small in comparison to that of the U.S., and the UK. We have to stick together, and support each other. In the end, I think it's important to acknowledge that in any industry, there are going to be issues and misunderstandings. The media also plays a big part in playing up these so-called rivalries. To me, it's about focusing on the one common goal that we have, and that's making good music. Everything else can take a back seat.

Top, Spaza Shop;
Sneakers, X-Trend

THERE'S A LOT OF GOOD IN SOUTH AFRICA'S MUSIC INDUSTRY, BUT WHAT ARE SOME QUALMS YOU HAVE ABOUT IT? It's the lack of support within the industry itself. The fans are great, they always have been. However, it's sometimes difficult to take things to the next level when the necessary doors aren't being unlocked. I've been lucky, especially with Ciroc and Vodacom's Deezer, to have been given the platform to achieve great things. More opportunities like this need to be given to the talent in South Africa, in order to push the industry forward in a big way.



Top, Spaza Shop;
Backpack, Sprayground;
Pants, Zara; Headphones,
Skullcandy

ARE THERE ANY INTERNATIONAL COLLABORATIONS YOU PLAN ON DOING? I've learnt a lot and gained a ton of experience from working with international acts, artists like Kat Dahlia, and producers like Matt Alonzo. However, I do feel like Africa is where it's at right now. We have to make music with our people first, because we have some crazy talent that needs to be heard. All the international stuff will follow. I'll continue to make music with guys like Burna Boy, and other African artists who bring something unique to the table. It's about stepping up our game as a team, and putting the international spotlight on Africa.

WHAT'S THE MOST INSANE ENCOUNTER YOU'VE HAD WITH A FAN? I try to keep the insane fans to a minimum. I'm a dad, so having stalkers and psychotic fans is something that I avoid as much as I can. I do always appreciate it when fans tell me how much my music means to them, or how it has inspired them... and when there are tears, too!

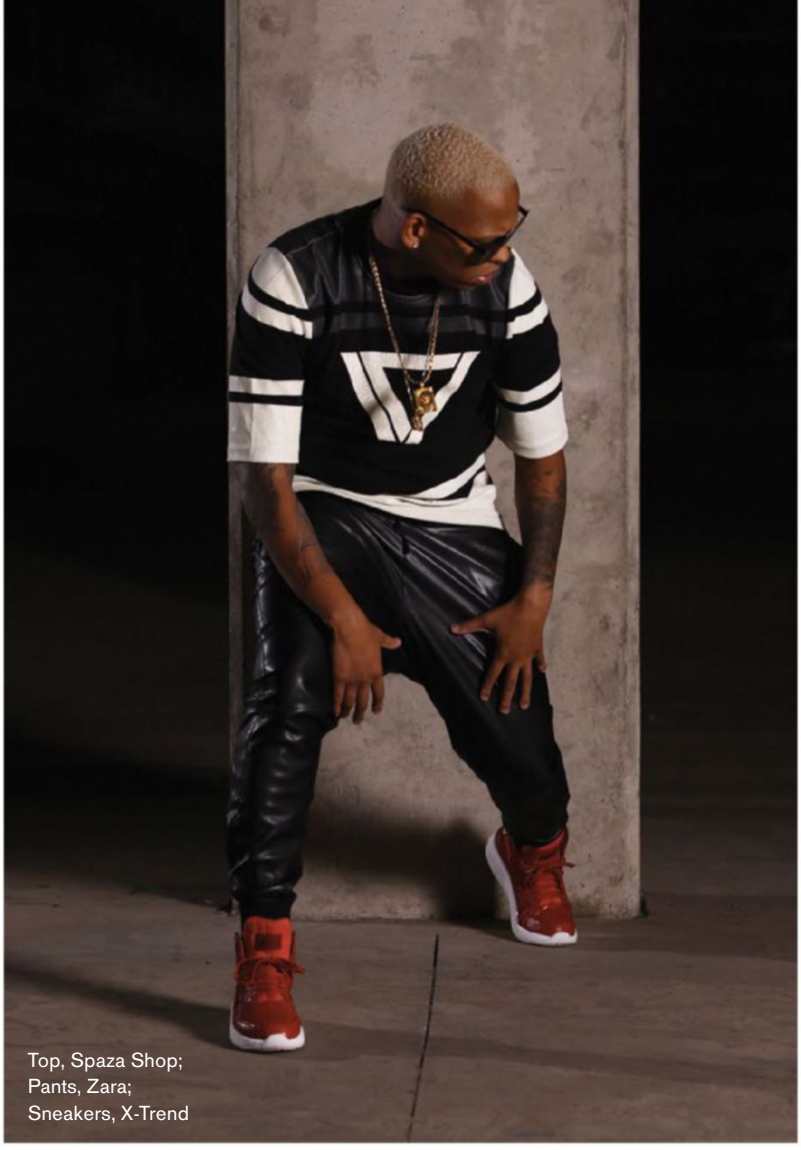
WHAT ARE FASHION STAPLES IN YOUR WARDROBE? Kicks, a must! Big up to X-Trend and Cross Trainer SA, they always manage to hook me up with the most off-the-chain designs. Shades, gotta maintain the mystery, always. And they come in handy after a long performance, or a late night. A leather jacket instantly adds a cool factor without looking like you're trying too hard.

HOW WOULD YOU DESCRIBE YOUR STYLE? I enjoy being comfortable on a day-to-day basis, but I always try to add a signature item that turns heads, and makes people go, "Damn! Where'd you get those?" When it comes to special events and the red carpet, I keep it chic, with a Les twist. I think it's important to keep everyone guessing, and to change it up a bit.

WHERE DO YOU SEE YOURSELF IN 10 YEARS? I hope to be seen as not just a celebrity, but a true influencer who has played a role in the moulding of something great. I want to leave a lasting legacy for my daughter, Madison. I'd also like to get into production, to create amazing beats for future artists. I believe that I'm on the right track to achieve all of this. I've been off the scene for a while, just recording and focusing on important aspects of my life. But now, I am back with a new team (Velti Music Management/VMM), a new track (P.A.I.D), and a brand new album on the way. Let's do this thing. ■

PHOTOGRAPHY BY RICHARD COOK, STYLING BY CHANTELLE MIRANDA

GROOMING BY MONIQUE PAPPAS & MELISSA VAUGHAN

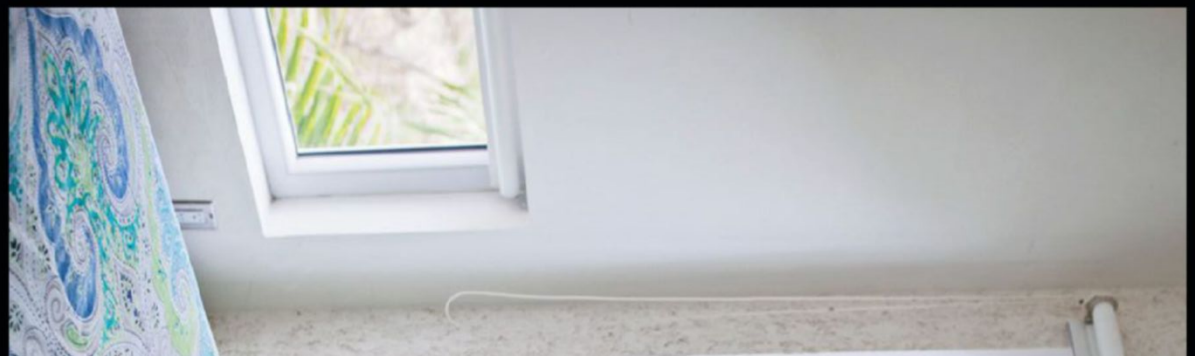


Top, Spaza Shop;
Pants, Zara;
Sneakers, X-Trend

THE CHILDREN'S LIBERATION ARMY

A VIGILANTE POSSE OF DADS AND EX-COMMANDOS TRAVEL THE WORLD, HELPING PUT CHILD SEX TRAFFICKERS OUT OF BUSINESS.

BY NINA BURLEIGH



The Trap is Set: Operation Underground Railroad rented this house in the Dominican Republic for a staged sex party.

THE COLOMBIAN PIMPS could hardly believe their good Luck. Tim, the grinning, beer-soaked American dude who'd been partying with other gringo buddies around Colombia's Cartagena for a couple of weeks, was about to cut them in on the biggest deal of their lives. Tim worked for a super-rich American businessman who had a taste for underage girls. He wanted to invest millions of bucks to build an island brothel off the coast of Cartagena, and he needed to stock it with children. The pimps were happy to oblige, and after weeks of negotiations, they had arranged to meet the businessman himself, bringing along a show of good faith, two boats full of underage prospects for him to sample.

Everyone convened at a picnic table on the beach, and Tim made the introductions to the businessman and his associates. Girls, some as young as 12, and a few boys were unloaded from the boats, inspected, and sent to a nearby rented mansion to wait for the Americans. Before the deal was completed, two boatloads of Colombian agents in blue uniforms pulled up and surrounded the men, throwing them in the sand, and cuffing the whole group. Eventually, the agents separated the American buyers and the Colombian pimps, carting off the nationals for booking. They then quietly released the buyers, whose true goal, as it happened, was not to purchase children for sex at all. The entire transaction was a sting, captured on camera by tiny, shirt-button cameras. The Americans would never be seen in that region of Colombia again, at least until the next sting, and in the months to come, the Colombian authorities would take full credit for the bust. For Tim Ballard, the sting was just another day at work.

The 39-year-old Sunday-school teacher and father of six, has spent the past year regularly getting cuffed, and thrown on the ground in some of the world's poorest, flyspecked backwaters, his way of helping to end the scourge of child sex trafficking. The Colombian pimps never knew that the guy they had been negotiating with about virgins-for-hire had actually filled his beer bottles with water, after sprinkling the beer all over his clothes to make him smell like a drinker. Ballard's lips have never touched liquor, and he says they never will. The bust was Ballard's biggest sting so far, one of three simultaneous operations in different parts of the country that liberated 123 kids, and took down 15 pimps in all. The cast of characters included prominent businessmen, ex-CIA agents, former Navy SEALs, and an attorney general, Sean Reyes, playing the wealthy abuser's translator.

"DADDY!" The shrieking joy of a four-year-old tot greets Tim Ballard when he opens the door to his modest, beige, five-bedroom home. On a recent afternoon, two preschool towheads perched at the kitchen table, finger painting. Four more extremely photogenic kids, up to age 14, trooped in from the basement, where they were doing homework. Their mother, Katherine Ballard, had just baked bread. The loaves cooled on the spotless counter, beneath a plaque that reads, "Be Grateful, Be Smart, Be Clean, Be True, Be Humble, Be Prayerful." The only atypical note was the massive world map, on which the kids track their dad's location when he's off on a sting. As a former CIA agent, and undercover operative and special agent, Ballard spent 11 years investigating child trafficking and paedophile rings in the United States. By December 2013, he was so upset at what he was witnessing, and so frustrated by the government and diplomacy, that he quit altogether and founded his own private, nonprofit rescue team, which he dubbed Operation Underground Railroad (OUR).

The group has attracted donors from the wealthy business elite. Many, though not all, of Ballard's colleagues are Mormons. Like him, they stand in a circle, bow their heads, and even fast before each operation. Ballard says this about when the most spiritual moments of his life have occurred, "While I'm sitting across a table from these bad guys, and saying things I would never say, holding a fake beer in my hand, and negotiating a sale of children. I know God is with me and my team. We feel that light and that spirit in those moments of complete darkness."

Since founding OUR in January 2014, he has run sting operations in Colombia, the Dominican Republic, Guatemala, Haiti, Nicaragua, and the United States, rescuing 265 children from traffickers, and dismantling several trafficking organisations entirely. Now, the group is expanding to Southeast Asia, including Thailand, where sex tourism and organised paedophilia have long thrived. In addition to the children who have been saved, Ballard believes the real measure of the organisation's success is in the deterrent effect.

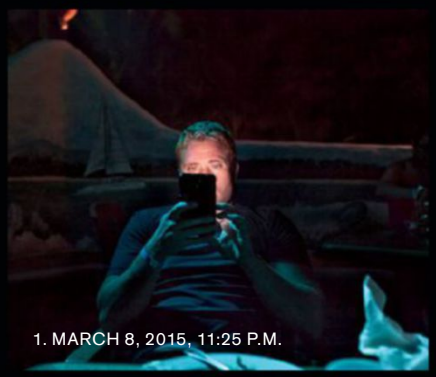
When he returned to Cartagena undercover after the last large operation, traffickers informed him that they no longer sell children, because "these Americans came down two months ago, had a big party, and everyone's scared to sell kids now." Furthermore, Ballard never takes credit for the arrests, the local police do, which he believes encourages them to redouble their future efforts. And he tries to leave behind expertise and software developed by the U.S. government for tracking paedophiles, and trafficking networks.

"The countries don't have these tools, and that's devastating for me," Ballard says, "There is, like, one digital forensic expert per country. But the U.K., Canada, and the U.S. have the tools, and we want to bring the technologies to the foreign partners." Since he quit his government job in 2013, Ballard has operated out of a suite of rooms in an office donated to him by a financial services firm. On a January morning, as Los Angeles hipsters descended on the American town of Utah for the Sundance Film Festival, Ballard showed up in a white shirt, and black suit. He's trim, and has bright blue eyes that well up as he talks about certain kids he's met. Sitting at the large, wooden table where he and his team plan their operations, he explained how he got into the dirty business of battling paedophilia. Ballard grew up in the U.S.' Southern California, the second of six children (his father was in real estate, and his mother taught piano). "I always wanted to be a special agent," he says, "But I never thought about child crime."

"I KNOW HOW CRAPPY it is to wait and wait to be rescued," Elizabeth Smart tells Maxim. "It's devastating."

ANATOMY OF A STING

SCENES FROM A RECENT BUST IN PUERTO PLATA, DOMINICAN REPUBLIC.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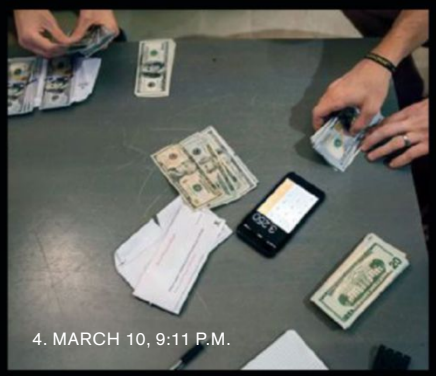
2. MARCH 9, 2:50 P.M.

3. MARCH 10, 7:48 P.M.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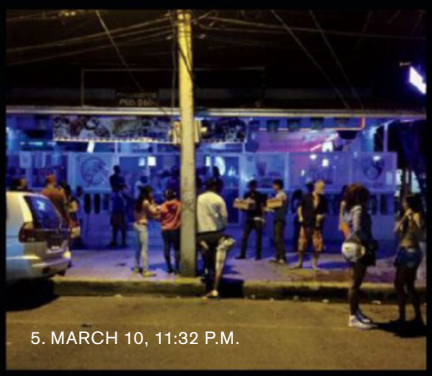
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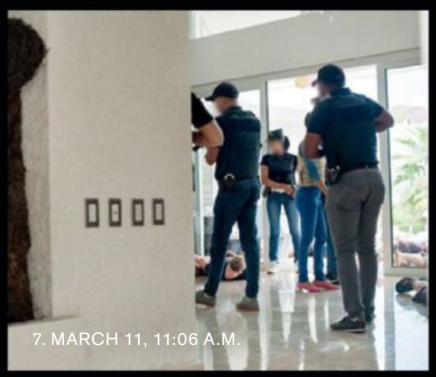
6. MARCH 11, 8:38 A.M.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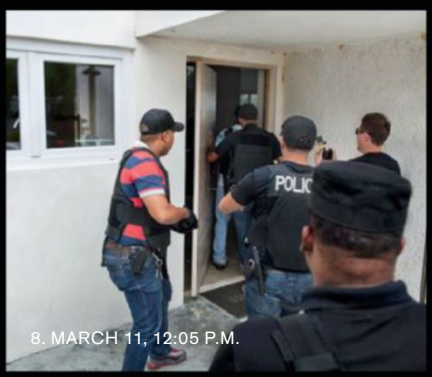
8. MARCH 11, 12:05 P.M.

9. MARCH 11, 12:10 P.M.

1. From a resort in Puerto Plata, Ballard checks his phone for updates. His two scouts are at bars, meeting with contacts who have promised to provide them with underage girls for a party. 2. Sex workers, many younger than 18, will be picked up here tomorrow for the supposed party. Ballard's team has rented a house for the occasion. 3. Undercover cameras and microphones await installation in the sting house. 4. Ballard's team counts their money; it's what they'll use to pay the sex traffickers. 5. It's the night before the sting. Meanwhile, sex workers hang out in town, waiting for tourists. 6. In the morning, $100 bills are laid out on a bed so their serial numbers can be recorded. 7. The sex traffickers have arrived, money has exchanged hands, and the Transnational Criminal Investigative Unit rushes in and throws everyone onto the floor. 8. More officers arrive. 9. Both the sex traffickers and Ballard's undercover team are led away in handcuffs. Once the criminals are out of sight, Ballard and his team will be set free.

That all changed. Ballard was working for the Department of Homeland Security (DHS) on Mexico and California's Calexico border, when his boss offered him an assignment handling child-sex-trafficking cases. This is the only assignment, Ballard says, that agents are allowed to decline, because it can be so traumatic. His boss said he chose Ballard, because he thought his strong religious faith would make him resilient enough to withstand the ugliness. His instinct was to spurn the offer. Katherine agreed. They had three children then, and neither thought they could stomach the experience. But by morning, they had changed their minds. "We decided we needed to do it, because we have kids," Ballard says. There are 27 million slaves in the world, 10 million of them are sex slaves, and 2 million of those are children. "So, those are numbers," he says, "But it's different when you hold one of them in your arms." Ballard's first major case came early in July, 2006. A customs official at the Calexico border got a bad feeling about a car driven by a 62-year-old American contractor named Earl Buchanan, with a five-year-old boy on his lap.

A search turned up a paedophiliac videotape, starring Buchanan himself. "The agent popped in the cassette, and here was the guy, sexually abusing a boy," Ballard says. Ballard was dispatched to interrogate Buchanan, and talk to the child. "We went upstairs, and I met the kid," Ballard recalls, eyes tearing up, "He jumps into my arms, and he's holding onto me tightly, so tight. And he said, in English, 'I don't belong here.' I just started sobbing. I broke down." From there, Ballard says, "The story gets worse." He eventually learnt that Buchanan was a wealthy contractor who rented a row of slum houses to Mexican migrants, many illegal, allowing them to live rent-free if they let their children stay with him on weekends. Investigators believe the boy and his sister were part of a dozen kids Buchanan was abusing. After working the case for 48 hours straight, "I come home, walk in the door, and collapse," he recalls, "I sobbed like a baby. I said, 'I cannot do this. This is way too heavy. I have kids this age. I will have nightmares.' " Ballard stuck with it, though, and wound up working in child trafficking for seven more years. But eventually, he became frustrated by the requirement that every case must have a U.S. connection, an American sex buyer.

"IT'S REALLY HARD to find that guy," he says, "The easier way is to find the kids. I would tell my boss, 'Please send me to Colombia and I will find kids,' but they required an American nexus." In 2012, he started thinking about founding his own nonprofit organisation. It wasn't an easy decision, leaving a career with a pension and guaranteed income. "I was in a foetal position every night. It came down to me believing that I will have a meeting with my maker someday. And I don't want to have to say I could have saved some kids, and didn't. That meeting would not go over well." Finally, he gave up his badge, and almost immediately, his project took off. He snared a couple of recruits from the government, including a CIA agent, who also specialised in human trafficking, and a few ex-Navy SEALs. He appeared on a popular radio show, and walked away with millions in donations from listeners. Meanwhile, the appearances caught the eye of Gerald R. Molen, an Academy Award-winning producer of *Schindler's List*, who got behind a project to make a film about Ballard's exploits. The documentary, called *The Abolitionists*, is due out later this year.

THE CAST of characters included prominent businessmen, ex-CIA and Navy SEALs, and Utah's attorney general.

Elizabeth Smart, a victim of abduction, signed on and participated in a sting on a paedophile. "I know how crappy it is to wait and wait to be rescued," she said in a phone interview with ***Maxim***, "It's devastating. Seeing them rescue actual children, not just talk about it, is so exciting. It's an enormous undertaking." One businessman, who, like many of Ballard's colleagues, asked not to be named in order to maintain his anonymity for future stings, found himself called in last October to act as a wealthy paedophile in Cartagena. The 42-year-old father of three recalled the experience of coming "face-to-face with some of the most evil people on the planet," as he put it. "Halfway through the meeting, the main pimp leans over and says, 'I have a gift for you. This is Lady,'" he says, "He started talking about the horrible things I could do to this girl." She was 12. As he talked about watching the girl's hand shake, he started to cry. He says his faith kept him from breaking character to comfort her. "This isn't an LDS charity," he emphasised, referring to the Church of Jesus Christ of Latter-day Saints, "But I believe a higher power is as disgusted as we are that these horrendous people are out there. When I'm 85 years old, I will be able to say I built a billion-dollar company, and I will be able to say I helped rescue 50 kid sex slaves. Which one do you think matters?"

While civilians sign on as volunteers, Ballard also assembled a team of former law enforcement and military professionals to lead the stings with him. They, too, talk about a higher mission. One afternoon in the office's conference room, an ex-Navy SEAL, fresh from two tours in Afghanistan, and one in Iraq, sat across from Ballard, while Dutch Turley, another former SEAL, and an ex-CIA officer were conferenced in. The four men were going over plans to organise a sting in Central America, and to search for remote child-labour camps in a Caribbean nation they asked not to be named. Ballard held up a white board, on which he scrawled a complicated map and plan of attack. Turley, an Iraq war veteran who is now OUR's vice president of rescue operations, arranged for some private helicopters to take the group into remote areas, where authorities believe children are housed to work on farms.

The ex-CIA officer admitted that he, too, left the government, because he felt limited by regulations. "Governments are like aircraft carriers, not easy to manoeuvre," he explained, "We're like motorbikes. We see a problem area, get on a plane, and go. We work with countries that are known for corruption and inefficiency, but we give them this high-quality evidence so they can make ironclad cases. And the locals get to take credit for it." Even the hardened ex-spook says he needed preparation for the emotional aspect of the sting. "They brought in the girls, and the trafficker said, 'This one is 11, and has zero kilometres on her.' She was the age of my oldest daughter, and I just wanted to punch the guy." The other Navy SEAL also says the stings are both emotional and therapeutic for him. "My last deployment, we lost six guys. I sleep so much better now knowing I am part of something that is morally unambiguous."

Ballard claims the same moral fervour that inspired America's 19th-century abolitionists. "I chose the name Underground Railroad, because it harks back to slavery," he says, "When we talk about slavery here, we ask, 'How did it happen when so many knew it was wrong?' Well, it was because they didn't look. They didn't want to look. And the same thing is happening now. Human slavery is going on all the time, but we don't want to engage, because it is so dark.

"I understand," he adds, "I was like that, too." ■

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This Page:
Suit, shirt, tie, and shoes, Dsquared2. Socks, Topman.

Opposite Page:
(Front) Jacket, shirt, and tie, Dior Homme. Tie, the Tie Bar. *(Back)* Jacket, shirt, and tie, Dior Homme. Tie, the Tie Bar.

SEEING

PHOTOGRAPHY BY PABLO ARROYO, STYLING BY WAYNE GROSS

DOUBLE

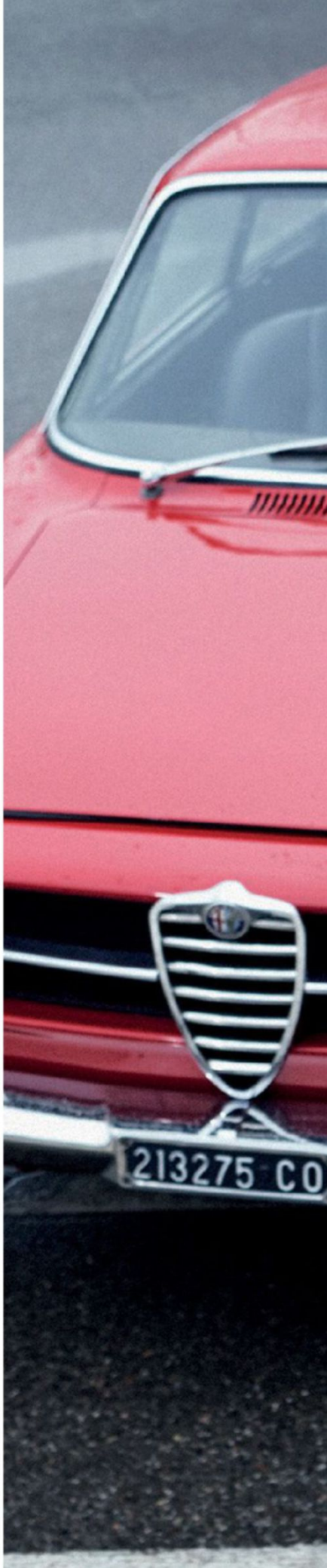
FOR AN AMBITIOUS CROP OF MILLENNIAL EXECUTIVES, THE DOUBLE-BREASTED POWER SUIT IS THE EPITOME OF CORPORATE SWAGGER AND SEX APPEAL.

This Page:
Suit, Marc Jacobs.
Shirt, Dsquared2.
Tie and shoes, Prada.
Socks, Topman.

Opposite Page:
(Left) Suit and shirt, Calvin Klein Collection. Tie, Calvin Klein White Label. Briefcase, Prada.
(Right) Suit and shirt, Calvin Klein Collection. Tie, Calvin Klein White Label. Briefcase, Michael Kors.

This Page:
Suit and shirt, Giorgio Armani. Shoes, Dsquared2.

Opposite Page:
(Front) Suit, shirt, and tie, Prada.
(Back) Suit, shirt, tie, and shoes, Prada.



THE

5TH ELEMENT

ENTITIES OF THE AIRWAVES TUMI VOSTER AND DJ WARRAS HAVE A NATION TUNING INTO THEIR FREQUENCY FROM MONDAY TO THURSDAY FOR CANDID CONVERSATIONS, AND MIND-MOVING MUSIC.

HOW DID YOU TWO GET TOGETHER?

Tumi: We got together in 2011. Warras hosted a show called Prime Mode on YFM, and he was looking for a female co-host. I sent in my demo, and got a call from Warras to come in and audition. They loved our on-air energy, and I got the job. The rest is history!

DO YOU GUYS COME UP WITH THE CONTENT ON THE SHOW?

Tumi: Yes, we meet daily to plan the features and the show's content. We do have a producer, Catherine Grenfell, who we sit and brainstorm with.

WHAT'S THE STRANGEST THING YOU'VE HEARD FROM A CALLER?

Warras: A caller who told us a sexually graphic story. The caller was screened before he went on, but as soon as he got on air, he told a completely different story. We obviously had to cut him off, very quickly.

WARRAS, WHERE DOES THE NAME "SHADY LURKER" COME FROM? DOES IT COME WITH A RESTRAINING ORDER, TUMI?

Warras: It's a name I came up with. "Lurking" is slang for chilling, and "shady" just sounded cool at the time. No one wants an "Unshady Lurker," and imagine if it was "Innocent Lurker"?

Tumi: Yes, it does come with a restraining order. Bad boy tendencies, be warned!

WITH A NAME LIKE THE 5TH ELEMENT, HAVE YOU GUYS EVER HAD ANY SUPERNATURAL ENCOUNTERS?

Warras & Tumi: Not yet!

WHAT'S A SONG THAT IS OUT RIGHT NOW THAT YOU CAN'T STAND?

Warras & Tumi: Mark Ronson's "Uptown Funk," featuring Bruno Mars.

WHAT CAN LISTENERS EXPECT FROM THE SHOW?

Warras: Listeners can expect to escape from life's everyday mediocrity. There is always lots of fun and entertainment. Step into our lives, and we will definitely leave you smiling.

– FARAI MAKONI

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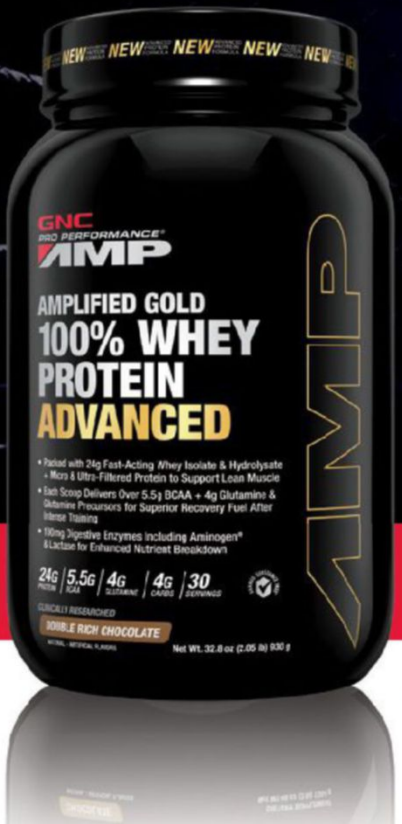

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